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PERIODICAL

AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. XLVIII No. 5

SEPTEMBER 1, 1928

Per Copy 20c

PAINESVILLE NURSERIES

TREES

-----FRUIT TREES

Small Fruits

DECIDUOUS TREES

EVERGREEN TREES

SHRUBS

Hardy Vines

ROSES

Best Field Grown

HARDY PERENNIALS

POT GROWN ANNUALS

BEDDING PLANTS

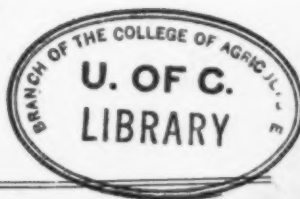
DECORATIVE PLANTS

BULBS

Plants

FULL LINE OF SEEDS

Seeds



SINCE 1854

THE STORRS & HARRISON CO.

"Painesville Nurseries"

PAINESVILLE, Lake County, OHIO

30 STATE ST.

ROCHESTER, N. Y.

American Fruits Publishing Co.



New York State Grown FRUIT TREES

Specializing in Car Lots
of
APPLE - PEAR - PEACH

Special prices on
BARTLETT PEAR, BALDWIN APPLE,
ELBERTA PEACH

Also a Full Line of
ORNAMENTAL TREES
SHRUBS AND ROSES
American Arbor Vitae
Lombardy Poplars

W. & T. SMITH CO.

GENEVA, N. Y.

Organized in 1846

1,000 Acres in 1928

GRAFTING EVERGREENS

We have been growing a special grade of Norway Spruce for grafting stocks.

These trees have been transplanted, are straight-stemmed, sturdy trees, ranging from 3-16 to 1-4 inch in caliber.

They have an abundance of roots, are healthy, and will make excellent foundation for all varieties of Colorado Blue Spruce.

The Sherman Nursery Co.

CHARLES CITY, IOWA

Best Tree Digger on Earth



Write for Descriptive Circular and Prices

Stark Brothers

NURSERIES AND ORCHARDS COMPANY

Louisiana,

Missouri

Stock for Fall 1928

Trees, Shrubs, Roses and Perennials

Small or carload orders
will receive our careful attention

U. S. Route 45 runs through our nursery; and connects with hard roads from Buffalo, Cleveland, Washington, D. C., Indianapolis, Chicago and St. Louis. Stop in and see us. Always pleased to show you around.

Onarga Nursery Co.

CULTRA BROS., Mgrs.

ONARGA, ILLINOIS

Vincennes Nurseries

W. C. REED & SON

VINCENNES, IND.

Announcements

For Fall 1928 and Spring '29

CHERRY—One year, in car lots or less
Both Sweets and Sours

CHERRY—2 year—all grades
Limited amount of both Sweets and Sours

PEAR and PLUM—XX & 11/16 leading varieties

TURLEY APPLE Trees—One year Buds, 4 to 6 ft.

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American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock
Including That Which Has Heretofore Been Imported

The American Plant Propagators' Association, Organized in 1919, Will Hold Its Eleventh Annual Meeting
in Boston, Mass., July 16, 1929. H. L. Haupt, Hatboro, Pa.

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY. EACH BLOCK \$5.00 PER MONTH UNDER YEARLY
CONTRACT, INCLUDING PUBLICATION TWICE A MONTH, ON THE 1ST AND 15TH

Hill's Evergreens

COMPLETE assortment of lining out
sizes. Also larger grades for Landscaping. Send
for our wholesale catalog. Also descriptive book-
let in colors.

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Evergreen Specialists
Largest Growers in America
Box 402 Dundee, Illinois

NAPERVILLE NURSERIES

Headquarters for
LINING OUT STOCK

Large Assortment
WELL GROWN—NONE BETTER

See Our Lists Before Buying

NAPERVILLE DuPage County ILLINOIS

NEW PRICE LIST

of
HEMLOCK
ARBOR VITAE
NORWAY SPRUCE
SCOTCH PINE
BALSAM
CANOE BIRCH
SUGAR MAPLE

and other Evergreens, Shade Trees,
Shrubs, Ferns, and Perennials.

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PUTNEY, VERMONT

WE HAVE THEM
You May Want Some
Norway, Sycamore and Silver
Maples; Pin, Red, Mossy Cup,
Catesbaei and Willow Oaks.
Butterfly Bush, Dogwoods, Deut-
zias, Forsythia, Spireas, etc.
Our Trade List is ready.
Get next to one.

Atlantic Nursery Co.
BERLIN, MARYLAND

Scotch Grove Nursery

Growers of

EVERGREENS

For

Lining Out

GOOD ASSORTMENT
STANDARD SORTS

Price List on Request—Established 1871
SCOTCH GROVE, IOWA

Franklin Forestry Co.

Nurseries at

COLRAIN and SUDBURY, MASS.

FOREST NURSERY STOCK
CONTRACT FOREST PLANTING

Send for our catalogue

89 State Street
BOSTON, MASS.

EVERGREENS
MILLIONS OF THEM
Seedlings—Transplants—Cuttings
Grown under glass
Also Apple Trees, Shade Trees,
Hedgeplants, Shrubs, Vines, Peony.

Send for our latest Bulletin
Sherman Nursery Co.
The largest growers of Evergreens
in the world
Charles City, Iowa

Broad Leaf Evergreens

RARE AND CHOICE CONIFERAE

AZALEAS (Evergreen and Deciduous.)

FLOWERING SHRUBS,
VINES and CLIMBERS

We produce the greatest variety of
Herbaceous Plants and Field Grown
ROSES in America. Ask for our
wholesale price lists.

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Rutherford, New Jersey

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Unusually bushy, recently transplanted heavy
rooted stock. Northern grown—splendid values.

Quality	Height	Each	10	100
3 times trans. B&B, 3 to 4 ft.		\$3.50	\$30.00	\$250.00
3 times trans. B&B, 2 to 3 ft.		2.50	20.00	175.00
3 times trans. B&B, 18 to 24 in.		2.00	15.00	125.00
Quality	Height	Each	10	1000
twice trans. 2 to 3 ft.		\$12.00	\$110.00	\$1,000.00
twice trans. 18 to 24 in.		9.00	80.00	750.00
twice trans. 12 to 18 in.		7.50	70.00	650.00

Prices f. o. b. Framingham, Mass.

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FRAMINGHAM CENTRE, MASSACHUSETTS

Lining Out Stock

Good assortment of
DORMANT STOCK
still on hand

See our latest bulletin.

Write for copy.

Onarga Nursery Co.
CULTRA BROS., Mgrs.
Onarga, Illinois

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ROSES

 Shrubs Cannas 
Lining-out Evergreens

Send for Trade-List

The CONARD-PYLE CO.
ROBERT PYLE, Pres. West Grove, Pa.
"More than 25 years' experience"

American Fruit Tree Seedlings that
never miss. Only seedlings with sus-
tained quality. Many large Nurserymen
that have tried them, are adopting them.
We offer for next winter's delivery:

Branched Root Apple Seedlings.
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Pr. Myrobalan, Catalpa Speciosa,
Ulmus Parvifolia, R. Multiflora Jap.

Large Stock Flowering Trees and Shrubs

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5 Million Evergreens
Seedlings and Transplants

Am. Arbor Vitae	Picea Alba
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Abies Concolor	Picea Excelsa
Abies Nordmannia	Picea pungens Glauca
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Juniperus Virginica	Pinus Ponderosa
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Tsuga Canadensis	Pinus Sylvestris

Will appreciate an opportunity to quote on
your want list.
Sample mailed for 10c each variety. Catalog
mailed.

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	100	1000
Balsam Fir, 4-8 in. x	\$4.00	\$50.00
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Amer. Arbor Vitae, 8-12 in. x . .	7.00	60.00
Amer. Arbor Vitae, 12-18 in. x . .	15.00	140.00
Canada Hemlock, 4-8 in. x . . .	5.00	70.00
Canada Hemlock, 8-12 in. x . . .	15.00	125.00

These evergreens were transplanted
spring of 1927 and have nice bushy tops
and good roots.

L. E. WILLIAMS NURSERY CO.
Box 58, Exeter, N. H.

DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

American Association of Nurserymen—Charles Sizemore, secy., Louisiana, Mo.; July 16, 1929, Boston, Mass.

Alabama Nurserymen's Association—Dr. F. T. Nye, Secy., Irvington.

Arkansas Nurserymen's Ass'n.—J. E. Britt, Secy., Bentonville.

California Assn. of Nurserymen—Henry W. Kruckeberg, 340 S. San Pedro St., Los Angeles, Cal., Sept. 27-29, 1928. Beverly Hills

Connecticut Nurserymen's Association—A. E. St. John, Sec'y., Manchester, Jan. 1929, Hotel Bond, Hartford.

Eastern Canada Nurserymen's Association—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—Fred Worsinger, Sec'y., Tacony, Pa.

Fruit and Flower Club of Western New York—J. C. Hoste, Newark, N. Y.

Illinois Nurserymen's Association—N. E. Averill, secy., Dundee, Ill., Jan. 16-18, 1929, Hotel Sherman, Chicago.

Iowa Nurserymen's Association—Harold J. Parnham, secy., Capitol City Nurs., Des Moines. Nov. 1928, Cedar Rapids.

Kansas Nurserymen's Association—James N. Farley, Sec'y., Topeka.

Kentucky Nurserymen's Association—Alvin Kidwell, Sec'y., St. Matthews.

Massachusetts Nurserymen's Association—Winthrop H. Thurlow, secy., West Newbury.

Michigan Association of Nurserymen—C. A. Krill, secy., Kalamazoo.

Minnesota Nurserymen's Association—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

Mississippi Nurserymen's Association—M. B. Allen, Lilydale, sec'y.

Missouri Nurserymen's Association—George H. Johnston, secy., Kansas City Nurs., Kansas City, Mo.

Nebraska Nurserymen's Association—Einst. Herminghaus, Secy., Lincoln, Sept. 11, 1928, Beatrice.

New England Nurserymen's Association—W. N. Craig, Sec'y., Weymouth, Mass.

New Jersey Association of Nurserymen—John Marseille, secy., Wyckoff, N. J.

New York Nurserymen's Association—Charles J. Maloy, secy., Rochester, N. Y.

Northern Retail Nurserymen's Association—C. H. Andrews, secy., Faribault, Minn.

Ohio Nurserymen's Association—Royce Pickett, secy., Clyde.

Oklahoma Nurserymen's Association—W. E. Rey, sec'y., Oklahoma City.

Pacific Coast Association of Nurserymen—C. A. Tonneson, Sec'y., Burton, Wash., July 1929, Walla Walla, Wash.

Pennsylvania Association of Nurserymen—Floyd S. Platt, secy., Morrisville, Pa.

Rocky Mountain Nurserymen's Assn.—Chas. C. Wilmore, Secy., Box 382, Denver.

Rhode Island Nurserymen's Association—Daniel A. Clarke, Secy., Fiskeville.

Rio Grande Valley Nurserymen's Assn.—H. L. Bonnycastle, secy., Mercedes, Tex.

South Dakota State Nurserymen's Association—J. B. Taylor, sec'y., Ipswich.

Southeastern Nurserymen's Ass'n.—Otto Buseck, Sec'y., Asheville, N. C.

Southern Alabama Nurserymen's Ass'n.—W. H. Pollock, secy., Irvington.

Southern California Nurserymen's Ass'n.—A. W. Jannoch, Pasadena, Cal.

Southern Nurserymen's Association—W. C. Daniels, Sec'y., Pomona, N. C., Sept. 12-13, 1928, Memphis, Tenn.

South Texas Nurserymen's Ass'n.—W. R. McDaniel, Sec'y., Alvin, Tex.

Southwestern Nurserymen's Association—Thomas B. Foster, Sec'y., Denton, Tex., Sept. 12-13, 1928, Memphis, Tenn.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, secy., Knoxville, Tenn.

Twin City Nurserymen's Association—H. G. Loftus, Sec'y., St. Paul, Minn.

Western Association of Nurserymen—George W. Holsinger, secy., Rosedale, Kan.

Western Canada Nurserymen's Association—T. A. Torgeson, Sec'y., Estevan, Sask.

Wisconsin Nurserymen's Association—W. G. McKay, Sec'y., Madison.

Forsythia Intermedia Spectabilis

(Showy Border Forsythia)

By all odds the very best of the upright Goldenbells. The most floriferous, hardiest and largest bloom. Of all the Forsythias which have been grown in the Arnold Arboretum this is the most beautiful.

We have over ten thousand (10,000) of this most worthwhile item and the price will be right.

Let us quote you Spectabilis and any other items that you need.

We have this year the heavy sizeable stock that you have always needed.

An especially fine lot of **EVERGREENS** in a full line, **root pruned, trimmed and grown right.**

Some **EXTRA FINE VINES** including 30,000 beautiful **BOSTON IVY.**

Plenty of healthy and heavy **SHRUBS** in a most complete assortment of varieties and sizes.

EXCELLENT SHADE TREES spaced so as to develop the kind of tops you desire—and some of the larger sizes that are hard to find.

As **PRETTY FRUIT TREES** as you want to see—including a real block of Pear.

THE COLE NURSERY CO.

"Everything That's Good and Hardy"

47 Years at

PAINESVILLE, OHIO

LABELS FOR NURSERYMEN

**THE BENJAMIN CHASE CO.,
DERRY, N. H.**

CLOSING TIME:

FOR TRADE
ADVERTISEMENTS

AMERICAN NURSERYMAN—Semi-Monthly

1st of Month Issue

First Forms: - 23rd each month

Last Forms: - 25th each month

15th of Month Issue

First Forms: - 8th each month

Last Forms: - 10th each month

If proofs are wanted, copy should be in hand previous to above dates

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To the Trade Only

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Fruit Tree Seedlings
Ulmus Pumila Seedlings
Cutleaf Weeping Birch
Sycamore Maple purpurea
Pauls Scarlet Thorns
Norway Maple Seedlings
Rooted Manetti Stocks
Norway Maple Whips
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Azaleas

We have grafted a few thousand Franquette Walnuts on Eastern Black purposely for our Eastern Trade.

It's the Soil, Climate and the Know How that produces our Superior Quality Ornamentals.

Portland Wholesale

Nursery Company

East Washington at Sixth Street
PORTLAND OREGON

Largest and Best Supply of

GRAPE VINES CURRANTS GOOSEBERRIES

in all old and new varieties and grown in the famous Chautauqua-Erie Grape Belt.

Sixty years' experience in growing and furnishing strong, fibrous roots of well-known HUBBARD COMPANY grade.

Prompt shipment.

Attractive prices made on quantity lots.

T. S. Hubbard Co.

FREDONIA, N. Y.

Say you saw it in "American Nurseryman"

AMERICAN NURSERYMAN ---- September 1, 1928

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of individuals, etc. All photographs will be returned promptly.

Advertising—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.00 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earl operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copies of current volume, 25c; of previous volumes, 25c.

RALPH T. OLCOTT
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

39 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

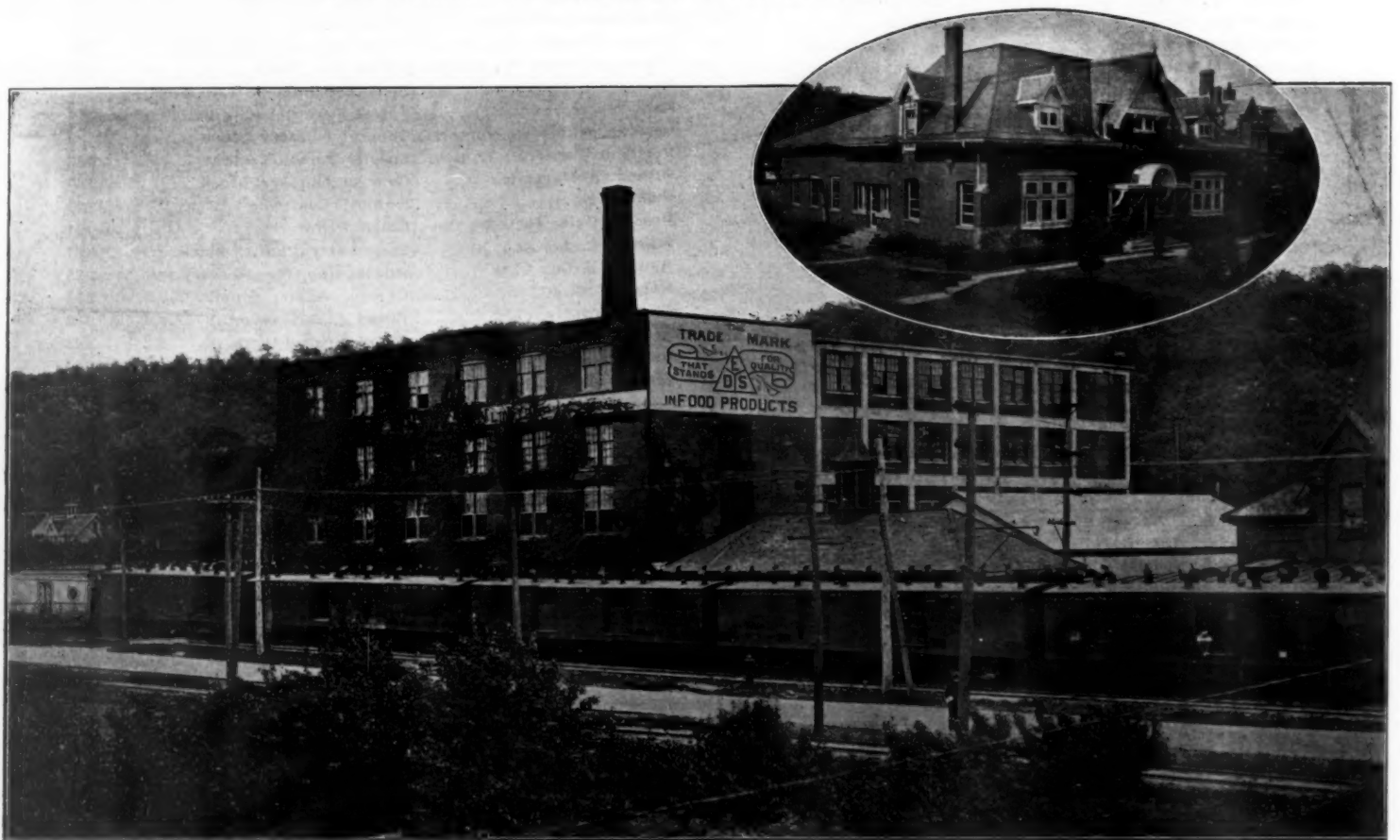
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AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

Vol. XLVIII

ROCHESTER, N. Y., SEPTEMBER 1, 1928

No. 3

DRIVE FOR THE MILLION DOLLAR NURSERY FUND Now Under Way—Announcement by Chairman Hilborn

Chairman E. C. Hilborn of the Fund Raising committee of the American Association of Nurserymen, on Aug. 18 sent out the following announcement to Nurserymen generally:

The Executive Board of the American Association of Nurserymen has just completed details for a nation-wide advertising campaign for Nurserymen. This is in line with the wishes of the members expressed at the Denver convention. Although sponsored by the association, it is to cover every branch of the industry.

Every wide-awake Nurseryman has long realized that cooperation is necessary to bring the Nursery industry to the full measure of its possibilities. Competitive industries are usually active, and through aggressive selling and advertising are taking from the home owner dollars which rightfully belong to the Nurserymen. This condition will be righted by making the home owner conscious of poorly planted home surroundings, just as he is today conscious of driving a shabby automobile.

We cannot use "pop gun" methods to accomplish such a big job but must secure a fund adequate to teach the millions of America that "It's Not a Home Until It's Planted." We are going to induce the home owner to plant more Nursery products, both fruits and ornamentals. This work will be carried on over a period of four years and will turn the minds of the American people toward their grounds.

DRIVE FOR MILLION DOLLAR FUND TO START IMMEDIATELY

Every Nurseryman who participates in this program will profit. A million dollar fund will be secured (\$250,000 a year for four years) and every Nurseryman in America will be asked to do his share. This is not too much, when we consider the job we have to tackle. We need a war chest that is certain to accomplish its purpose.

Full details will be sent you during the next few days. In the meantime, notice what other industries are doing in the way of cooperative advertising. I know you will do your share to put the Nursery industry up at the front of the procession where it belongs.

E. C. HILBORN

Chairman Fund Raising Committee

At the Davenport Conference

In addition to those present at the Davenport, Ia., conference at which the final arrangements for the Nurserymen's National Publicity Campaign, (as shown in an engraving on page 102 of the August 15 issue of the *American Nurseryman*) were Henry B. Chase, Chase, Ala.; A. N. Christy, Newark, N. Y., and A. F. Lake, Shenandoah, Ia.

National Campaign Manager

E. G. Naeckel, well known to Nurserymen all over the United States, has been designated as manager of the National Advertising and Merchandising Campaign by the executive board of the American Association of Nurserymen.

He will assist the Nurserymen in the collection of funds and will direct the campaign from the headquarters established in Davenport, Ia. He has already made the headquarters a beehive of activity.

"Nurserymen everywhere are expressing great enthusiasm for the campaign to win a billion dollar market," he states. "We are going to get the campaign for funds underway by districts immediately."

J. A. Young, Aurora, Ill., suffered an accident in which ribs were broken, on his way to Colorado where he is recovering from a lingering illness.

May Restore Nursery Stock

Frank D. Wells, Romeo, Mich., says:

"It may happen that Nursery stock is delayed in transit until it looks dried up and worthless. The roots will not peel and the bark has begun to wither. It should not be thrown away at once. If there is a lake near by, submerge the trees. If there is a wet place at hand, bury them root and top in mud. Dig a trench in the garden, lay in the trees and turn the hose on them, then cover with dirt and soak again. A day or two of such treatment is usually sufficient, but four or five will do no harm. Stock that was thought hopeless has been saved in this way."

Branch of Brown Brothers

A branch of Brown Brothers & Co., Ltd., has been established in Vancouver, B. C., with capital of \$250,000. Three other stores and three Nurseries are operated. Glass to the amount of 400,000 square feet and 115 acres in Nurseries are involved; 85 persons are employed.

The Canadian Nursery Is a Unique Institution

One of the best known Nursery concerns in Canada, and indeed in America, is E. D. Smith & Sons, Ltd., Winona, Ontario. Besides growing and shipping fruit and Nursery stock the company performs the service of landscape architect and also manufactures jams, ketchups, etc. Side by side are the Nursery grounds and offices and the commodious fruit products factory—all on the main highway between Niagara Falls and Hamilton and Toronto; a sight familiar, therefore, to thousands of motorists from both sides of the border.

This is a unique institution. In no other establishment so far as we know, under a single ownership and management can be found the same combination of propagating fruit trees, raising fruit, shipping fruit and making fruit into jams, jellies and marmalades. It covers every process from propagating young trees to disposing of the fruit crop. It illustrates the profits in fruit-growing and presents "the proof of the pudding."

In addition to the fruit production and distribution the company does a large business in ornamental Nursery stock.

It is interesting to note that the company's policy is to propagate and offer for sale only the new things and only after two tests: They must first be tested out and recommended by the government experiment stations; and the company must have fruited them in its own orchards. New and promising varieties are bought and thus tested. The salable young Nursery trees of the company are examined in the field every summer by the leaf-identification experts of the Provincial Experiment Station in Vineland. Trees that go out

from the Nurseries are certified as free from mixture, correct and true to name—not on the basis of the company's opinion but under official certification. This fact is stressed by the company's salesmen.

Frontispiece Views

Description of frontispiece views in this issue is as follows:

Birdseye view of home farm and buildings in the foreground and plum, cherry and pear orchards. At the left are five acres of propagating beds all with Skinner overhead irrigation. All growth is outdoor. Nothing in glass houses. To the right of the center is a long building for packing operations, electric-lighted for work at night during busy shipping seasons. The square white building at the right is the four-story jam factory; to the left of it is the fruit platform. To the left of this is the Nursery office and, just beyond, the residence of Col. Armand Smith. In the group shown in this immediate area there are 40 residences housing as many families of officers and employees of the firm. Several other Nursery farms of the company are near this location and still others are at Beamsville, Jordan and St. Catharines. At the headquarters at Winona there are telegraph and express offices. In the shipping season a special agent is assigned to the plant for billing out freight shipments each day. A telephone exchange connects all the farms and departments.

The company is the largest independent shipper of fresh fruits in Canada. Nearly every day in the fruit season shipments of from a few cars to a trainload of fruit are made from these platforms. The large square building is the four-story jam factory where are manufactured the Smith brand of jam sold over the counters of grocers from Halifax to Vancouver. The small picture inserted at the top shows the company's office at the right of the factory.

JUST WHAT ARE THE NURSERYMEN UNDERTAKING?

And Why?—Subjects of Paramount Importance to All in the Industry—Outstanding Review of the National Publicity Campaign, Biggest Event In the American Nursery Trade—By C. A. Tonneson, Executive Secretary Pacific Coast Association and A. A. N. Committee Member.

While the outline of the National Publicity Campaign of the American Association of Nurserymen presented at the Denver convention of the A. A. N. was fully presented in the July 1 issue of the *American Nurseryman*, the subject and a thorough understanding of it is of so great importance to every Nurseryman in the country that there is presented herewith what this journal regards as the ablest review, with comment, of the whole subject that has thus far been made—that by Executive Secretary C. A. Tonneson, of the Pacific Coast Nurserymen's Association in his annual report to that association at the Seattle convention in July.

It behooves every Nurseryman to study thoroughly the basis upon which the campaign is undertaken. It is the special province of this journal to lay before its readers every available facility to that end.

In his review and informative presentation Mr. Tonneson, who is a member of the Market Development Committee of the

A. A. N. and has been in close touch with the steps leading up to the campaign and throughout the deliberations, has given the resulting action the full benefit of his long and wide practical experience as a Nurseryman and executive officer of one of the most important regional affiliated trade organizations. It not only presents a highly intelligent review of the great amount of work already accomplished, but it has also explained the conditions which have actuated each step and has stressed the importance of the whole subject, so that the reader may readily appreciate its significance.

Such a review and such practical comment ought to be read and re-read and thoroughly studied, if the Nursery trade is to obtain the full benefit of the time and money and effort that will be expended upon the project.

We suggest that the summary of this project be preserved and kept constantly within available reach for repeated reference.

The National Survey—The Pacific Coast Association of Nurserymen has a membership affiliation with the American Association and is represented on the Market Development committee of the National body. It was the intention of our chairman, Mr. E. C. Hilborn, and members of our committee, last year to have published educational pamphlets to be distributed by the trade throughout the country but the matter was taken up in joint meeting with the executive committee of the American Association and it was decided to employ an agency to make a nation-wide survey to determine the scope of the entire Nursery business as to volume, proportions of the various stocks being handled in the business and the prospective for further market development. The Ramsey Company of Davenport, Iowa, was employed for the purpose and their report presented at the Denver convention consumed nearly two hours of time to deliver before an appreciative audience, with the result that an active program for market development and publicity was adopted to cover a period of 4 years. This will require an annual budget of from \$75,000 to \$100,000 a year to be provided by voluntary subscription on an estimated basis of $\frac{1}{2}$ of 1 per cent on gross business transacted.

Proportionate Sales Volume of Nursery Stocks—The report in this national survey shows the following range in yearly volume of gross business by Nurserymen, divided into 5 classes:

- 31.2% do less than \$10,000.
- 40.8% do between \$10,000 and \$50,000.
- 12% do between \$50,000 and \$100,000.
- 10% do between \$100,000 and \$200,000.
- 6% do between \$200,000 up to and over \$1,000,000.

The total volume of the entire retail sales Nursery stocks, annually by all the Nurseries is about \$80,867,600.

The classes of stocks sold will range about as follows:

- 1. Fruit stocks of all kinds 25.52%.
- 2. Ornamental shrubs of various classes 22.30%.
- 3. Evergreens, all classes, 17.79%.
- 4. Ornamental trees, various classes, 12.37%.
- 5. Roses, principally field, 11.21%.
- 6. Perennials, all classes, 7.07%.
- 7. Bulbs, approximate, with further increase, 2.09%.
- 8. Forest seedlings, 1.65%.

On the Pacific Coast, as separate district, the estimate is about 40% fruit stocks and 60% ornamental in yearly volume of sales.

Importance of Display Grounds—One Nurseryman in Ohio, not especially after local business, desiring to make his place more attractive, planted a little display ground alongside a public highway. The surprising result was sales last year, amounting to \$30,000 of Nursery stock to people who stopped at his place because of the display yard.

On the Pacific Coast, as separate district, the estimate is about 40% fruit stocks ground. The specimens must be of ideal type, planted far enough apart to admit of walks or paths, between, and on each tree or plant a neat label with name in plain letters. The few having such attractive display grounds have increased their local business in attractive proportions. If not located on a main highway, it is advisable to rent an acre or two for display purposes, when possible.

Landscape Department—Of Nurseries reporting, 49% had a landscape department. The average firm, through this source, did a business of \$15,642 and influenced the sale of other stock, not directly under the landscape department supervision.

The Department Stores—The average of trade has been considered a root of much evil but the facts are they do a large volume of business in comparatively short periods of time on a cash basis which are important factors in any line of trade. In placing orders for Nursery stock one manager of a department store bought \$18,000 worth of just one item. As this line of business increases, these stores, florists and seed houses are compelled for their own interests and protection to observe greater care in designation of actual values of the Nursery stock handled, as the buying public is becoming better posted as to relation of qualities and values. If this avenue represents a permanent selling force, why not cooperate to instill methods on a basis of fairness to all interests? One of the obstacles causing dissatisfaction, for which Nurserymen, as a class are largely themselves to blame, is the need for better grade specifications. For

Uniform Inspection Advantages

By J. J. Pinney, Willis Nurseries, Ottawa, Kan., Before Western Nurserymen's Assn.

TO be law-abiding, a Nurseryman who does a national business, must comply with forty-eight different state inspection laws. The requirements of some states are very easily met—it is necessary only to attach a copy of the inspection certificate of the state in which the shipment originates. On the other hand the regulations of other states are well nigh prohibitive. I have in mind one state that requires the filing of the applicant's inspection certificate, the payment of a \$5.00 license fee, the posting of a bond for \$1000 and the purchase of special permit tags which must be attached to every shipment that enters the state.

The advantages of uniform inspection laws are obvious. First, they make it easier for the Nurseryman to comply with inspection requirements. It would be necessary for him to familiarize himself with only one law—or at the most four or five laws covering various sections of the country. Second, inspectors would find it much easier to enforce the regulations and for that reason they would be more effective. Third, the interstate movements of Nursery stock would be greatly facilitated. This, naturally, would make for greater development of the business in general.

The question arises: Is uniformity feasible? The problem was taken up by the inspectors themselves many years ago. They secured the cooperation of a committee of the American Association of Nurserymen and together they worked out a model law which they recommended to the various states for adoption. This law or rather the essential features of it has been adopted by some of the states—most of them in the middle west.

UNIFORMITY DIFFICULT

It was soon discovered that complete uniformity for the entire country would be very difficult of attainment on account of the great diversity of conditions obtaining in various parts of the country. A law that would adequately protect Wisconsin, might not be at all suited to the condition in California. A happy suggestion by someone resulted in the formation of four sectional plant boards. These consist of The Southern Plant Quarantine Board, the Central Plant Board and the Atlantic Coast Plant Board. Two representatives from each of the sectional plant boards make up the National Plant Board. One of the objects of the National Plant Board is to secure uniformity of inspection regulations within the various sections. These sectional boards, I think, have met but once and as their meetings are yearly the progress they make probably will be slow. The problem has been earnestly attacked by the inspectors of the Central Plant Board and about seven different plans have been presented for the consideration of the various states comprising this board.

In order to obtain first-hand information,
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instance, with roses, the buyer managers of stores naturally purchase as cheaply as possible based on their viewpoint of quality and prospective profit margin. If Nurserymen are not agreed on specifications to determine quality values how can we expect those whose attention is principally devoted to other lines of merchandise to know when they are trading in culls, medium or even No. 1 stock?

Landscape Architects—This channel is growing, shown in the increased number of graduates from schools of landscape architecture. Out of 157 Nurseries selling to landscape gardeners, the average volume sold to these men was \$6,883. They are virtually salesmen for Nurseries and a better understanding between Nurserymen and landscape men will be mutually beneficial, and that is one reason why the program for this convention has been arranged with that purpose in view.

The nature of the Nursery business, when not lined up for orderly distribution and production, is such as to make competitors instead of cooperators of all engaged in the business. There being no exact dividing line between wholesaler, retailer and dealer, jealousies and misunderstandings creep in. The movement for a national program, as proposed on doubt will be of far reaching benefit to remedy that condition, providing proper safeguards are established against reaction.

Markets, Institutional and Domestic—The national survey reveals, in regard to schools, out of 263,000 school yards, in the United States, only 10% have given attention to beautifying the grounds. At an average of \$100 here is a potential market for a business volume of \$23,000,000. To arouse interest in this avenue of development is an example of interesting problems in distribution. One mailing card to each school board would cost \$26,000, which method would accomplish very little. A comprehensive educational and carefully devised advertising plan by means of the press, booklets, lectures and the radio would be more effective at less cost.

The domestic market as a whole, is the most desirable for development, because of the greater magnitude and as it represents the key to reach all other markets.

Constant Changes—The desire of people for attractive and fruitful grounds is influenced by what they read in the daily papers, garden contests, home magazines, civic associations, etc. These agencies must be imbued with the right mood in outstanding influences for good results.

A poor planting in a community certainly does not increase the number of prospects, while a few well-planted places are certain to awaken the desire of others for similar planting. Here is where types of plant materials showing care in production and skillful arrangement is of paramount importance.

The home owner must not only have the desire to plant but also must have some conception of what a well-planted place is like. It is certainly a fact that education determines, or rather influences, the condition of the market for Nursery products.

The survey indicates that in the United States 37.4% or 4,608,688 of all homes in the cities are owned in whole or in part, showing a total of 10,581,712 owned homes.

Purchasing Power of Average Home Owners—It is determined that homes costing over \$10,000 are generally well planted, but these represent only a small per cent of all homes. Regarding yearly incomes, as a factor in prospective markets, only 2.2% are in excess of \$5,000, while 97.8% of all incomes are below this amount. The big opportunity in the marketing of Nursery products lies in the direction of the smaller homes. It is determined that homes costing from \$10,000 to \$15,000 spend on an average of less than \$450 for landscaping but there are over 10,000,000 homes in the United States, each of which will buy more or less Nursery products under proper influences. Throughout the United States, the cities ranging in population from 5,000 to 50,000 afford the best markets for retail sales mostly for ornamental stocks. The Survey indicates the following proportions: Farmers, 25%; Cities 5,000 to 50,000, 30%; Cities 50,000 to 100,000, 24%; over 150,000, 21%.

It is suggested that here are a few home owners in America but what can afford to adequately plant their grounds provided it is done over a period of years. A large number of homes are built each year and thousands have to be renewed. Others are destroyed by fires, floods, cyclones or earthquakes. Many homes are built to sell, in advance of actual needs which require plantings to be attractive to prospective purchasers. It is estimated that on the average, throughout the United States, homes are relandscaped every 15 to 16 years by changing in part shrubs and trees and by adding others to conform to later styles.

It is a natural human desire to wish to get out upon the ground and plant something. This instinct is more pronounced in some than in others. Nurserymen can take advantage of this urge, on the part of all home owners, by their advertising to reach him or her at the time this urge is at its peak. The publishers of magazines and newspapers knowing that people are interested in planting at certain times of the year, publish much material on plant subjects in order to give their readers desired information. By co-operating with publications and other agencies a flood of publicity can be directed at the market desired to reach. The urge to plant naturally grows stronger when once created in the minds of home owners and that is a very important fact when considering the value of publicity properly formulated and handled. Effective influences with neighbors multiply when a pleasing start in plant beautification has been made.

The Large Prospective Market—In estimating the potential markets of home owners, in the class value up to \$5,000, throughout the United States, it has been determined, by this survey, that the average home is less than 25% planted and that there is a potential market for Nursery products of over \$1,250,000,000. On the Pacific Coast it appears that the average homes in this class in cities, are planted up to about 30%. Also that the increase in landscaping will be more gradual than in states east of the Rocky Mountains, largely because this part of the country is yet in the early stage of development in the broad consideration of necessities and for reasons protective to the valuable commercial fruit industries. The avenues for development of the potential markets are: Magazine advertising, General Garden and Rural Press, Local Newspapers, Publicity Contest Sheets, Educational Materials, Pamphlets, the Radio, etc.

The Real Competition—It is pointed out in this survey that Nurserymen are in reality no longer competing with one another, but with the other various industries reaching out for the home owner's dollars. The problem is first to establish a claim for a fair proportion then to get possession of the dollars. Advertising alone will not do it, but may help to establish the buying as well as the paying mood.

Comparison With Other Industries—Estimated from various sources for 1925 the sales volume of some other industries compared with those of Nursery products for 1927 are: Confectionery, \$1,000,000,000; Tires and Tubes, \$810,000,000; Laundries, \$500,000,000; Carbonated Beverages, \$400,000,000; Radio, 1924, \$350,000,000; Dry Cleaning and Pressing, \$325,000,000; Beauty Shop business \$250,000,000; Florists Business, \$200,000,000; Nursery Business, \$80,000,000.

While these are strikingly impressive comparisons we should keep in mind that an increased market should include the opportunity for a fair margin of profit to the com-

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Uniform Inspection Advantages

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I wrote to practically every one of the state inspectors asking their frank opinion as to the feasibility of uniform inspection laws. I have responses from 38 states and the results are surprising. Thirty-three were sympathetic to attempts at uniformity; four were unsympathetic to these attempts; sixteen expressed belief that the solution of the problem was sectional uniformity rather than for the entire country; four expressed doubt as to the feasibility of uniformity, and these four favored terminal inspection or inspection at destination as the only safe method of regulation; one suggested federal regulations and enforcement for the entire country; one favored more stringent regulations for his own state regardless of what the other states did.

Most of the inspectors believe that sectional uniformity is the way out, and they are very sympathetic to attempt to bring this about.

What has been accomplished along this line: I do not have full information regarding the proceedings of the sectional plant boards but what little I have indicates that the inspectors are giving the matter serious thought. The Central Plant Board met in Madison last March and appointed a committee to work on the problem. The chairman of this committee has submitted to the members seven different plans for their consideration. These plans will be discussed at their next meeting which will be held in St. Louis in March of this year. You may be interested in knowing something about these plans. Four of them propose inspection at destination, with minor variations; one makes inspection at destination optional with the inspector of the receiving state; two plans provide for filing of inspection certificate and attaching of permit certificate to each shipment.

The Eastern Plant Board among other things has discussed the advisability of doing away with fees, bonds, etc., for out-of-state Nurserymen, and the matter of fumigation. In some states a fumigation certificate is considered more important than an inspection certificate.

What can the Nurseryman do to help the cause? Many of the inspectors expressed their willingness and desire to cooperate with the Nurserymen in bringing about uniformity. It seems to me the first thing the Nurserymen should do is to line up all the Nursery organizations or associations within each section allotted to the various plant boards and through their associations appoint committees to cooperate with the inspectors. These committees should present the Nurserymen's point of view and see to it that the trade's interests are protected.

Before uniformity can be accomplished there are a number of matters to be settled. A "black list" of diseases and insects must be pretty generally agreed upon. The term "Nursery stock" must be clearly defined. It has at present widely differing applications in various parts of the country. Some exceptions to uniformity may have to be admitted. For instance, raspberry mosaic might founder the whole scheme unless some exceptions can be made for it. Is fumigation a suitable substitute for inspection? That is a question which must be answered.

The dangers which beset the Nurserymen in the attempt to bring about uniformity may not be so obvious but they are present.

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ADVANTAGES OF UNIFORM NURSERY INSPECTION

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First of all there is the danger of making the regulations too cumbersome. One of the plans suggested is the issuing of special numbered tags, each number to be accounted for. In addition to the special tag the Nurseryman would have to furnish the inspector of the receiving state an invoice for each and every shipment into the state. Some inspectors may insist upon the charging of fees and the requiring of bonds for out-of-state Nurserymen. In practice these requirements are really means of raising revenue instead of walls of protection. A large number of inspectors seem to favor terminal or destination inspection, admitting the while that the expense would be prohibitive in many states where revenue is already insufficient to carry on ordinary field inspection. Desirable as terminal inspection may be, it would be a serious handicap to the Nursery business if it became the general practice. It would slow down business, make de-

liveries more expensive, be injurious to the stock, and subject the receiving state to great expense. Obviously it would be impractical to inspect the multitudes of small orders within a reasonable length of time and the whole process would soon result in a hopeless muddle.

There is one state that is making an incongruous attempt at terminal inspection at the present time. All parcel post shipments into the state are sent to a central point for inspection, but express and freight shipments go scot free if accompanied by the regular permit tag. Why the distinction I do not know.

Many of the state inspectors are suspicious of the Nurserymen, especially those out of the state. One specifically accused the American Association of Nurserymen of employing the best legal talent to break down state inspection laws. He further stated that to his definite knowledge Nurserymen had maintained strong lobbies to prevent protective inspection legislation

within a given state. Another inspector charges the Nurserymen of a certain state with fostering a prohibitive inspection law as far as out-of-state Nurserymen are concerned as a sort of protective wall. As long as inspectors hold these opinions of the Nursery fraternity, it will be difficult to secure their cooperation in unifying inspection laws. Fortunately they are greatly in the minority and most of them are just as anxious to see this thing brought about as we.

As a definite proposal, I would suggest to this association that its president be empowered to appoint a strong committee to cooperate actively with the Central Plant Board in bringing about uniformity of inspection laws within this central district.

Milton Nursery Anniversary

This year marks the half-century period during which time Milton Nursery Company, Milton, Ore., has rounded out a full fifty years of its business career. Such a period of successful, uninterrupted operation, in the same place, by the same interests, is a record that any concern may well be proud of.

Founded in 1878, by A. Miller, the business was built up in a conservative way to 1906, when a son, S. A. Miller, was given an active and sharing interest in the work, thereafter to be known as A. Miller & Son. Under the endeavors of these two men the business rapidly expanded, soon taking into its operation the other two sons and changing the firm name of A. Miller & Sons. In 1898 to further facilitate the handling of its affairs, a corporation was formed—the Milton Nursery Company. The personnel of the company as it now stands is S. A. Miller, pres. and gen. manager; C. B. Miller, treas. and asst. manager; G. W. Miller, vice-pres.; C. D. Hobbs, secretary. A. Miller was of sterling Dunkard stock and doubtless the success of this enterprise is due to the fundamental principles of integrity and thrift brought into all its dealings by himself and the imprint he left.

In commemoration of this fiftieth anniversary, the company planned an outing for its employees, and individuals who had been in its employ. A picnic was held Aug. 7 at the Toll Gate, Summit of the Blue Mountains, about twenty miles distant, at Langdon Lake. More than one hundred and fifty men, women and children were present. Games and amusements were enjoyed on the grassy slopes of the mountain meadows. One of the honor guests and first employees was Henry Samuel who entered the employ of A. Miller, 46 years ago. The oldset man present now actively employed by the company, was M. F. Hubbs, said to be 72 years young.

Just What Are the Nurserymen Undertaking?

(Continued from Page 113)

petent individual Nurseryman. Cooperation for that purpose is essential together with cooperation in market development.

The Object of a National Campaign—Any campaign the Nursery industry is to foster must be an all embracing movement to increase the sales of all branches of the industry in all sections of the country. The problem of the Nursery industry is to make people conscious of their home surroundings. We must make people want to plant and to take the same pride and interest in their yards and gardens that they take in their personal appearance or welfare. The majority of people today give but little thought to their grounds because the matter has not been brought to their attention. Each individual has a certain amount to spend and if other lines of business make greater effort than do Nurserymen for the buyers' dollar it is only natural that but little is spent for Nursery stock.

The problem in a national, or sectional advertising campaign is to sell, not a rose bush, apple tree or an evergreen, but to sell people the idea of taking greater interest in their outdoor planting and surroundings. It then follows as they become interested the selection will be for the kinds and types of plant materials best suited to their particular places. Make people desire attractively planted homes then the sale of individual items will take care of itself.

Creating Desire—Desire can be created more quickly by appeal to pride than by any other method. Make the home owner conscious of the fact that more people see the outside than the inside of his home and more or less he is judged by the appearance of his place, then a good foundation is laid for the purchase of Nursery stock. There are many appeals to be made, such as pleasure afforded, heritage for children to be raised among beautiful specimens of plant life, and the increase in value in after years once well planted.

Educational Efforts—After appeal the home owner should be shown how a properly planted place appears, its likeness by means of booklets and attractive illustrations. Mediums proposed are National Magazines, Educational Booklets, and general publicity both in the advertising and the news columns of the press, including more than the garden magazines as these already reach people interested in general. Booklets should be used in connection for more complete information.

The nation-wide garden contest is becoming very effective. When the home-owner signs to compete in the contest he puts himself on record to improve his grounds and especially that intended to reach. More publicity will be given this type of program than most others for the reason that local organizations sponsoring such contests exert pressure to secure publicity. It is intended to help local organizations desiring to start such campaign, with information essential for success. Educational pamphlets at cost, outlines for talks and addresses, and handsomely engraved certificates to be issued to those who win prizes.

As example of the success of such project, in Davenport, Iowa, 1913, first year of the contest one home in twenty was entered; in 1914 one home in every six and in 1915 one home-owner in every five went on record to beautify his grounds. Every class from the poorest to the millionaire became interested. The newspapers backed the contest and were responsible in a measure, for its success. The Ladies' Home Journal test and were responsible, in a measure, for its success. The Ladies Home Journal printed a double page spread, other magazines and newspapers carried publicity of the campaign. So many inquiries were received on how the campaign was conducted that the Ladies' Home Journal issued a booklet explaining the contest. It is proposed to extend these operations to the rural districts cooperating with the farm agents for more attractive farmsteads.

The Four Year Campaign—The plan for a four year campaign, as proposed was adopted by the American Association of Nurserymen at the Denver Convention, which involves an expenditure of about \$100,000 a year. Beyond all reasonable doubt a national publicity and educational campaign, as proposed, will increase the sale volume of the Nursery business which appears to be the logical forward movement at this time, commensurate with the trend in other lines of business covering wide ranges of distribution. At the same time, from past experiences and observations of various other national publicity campaigns, it is essential to provide in connection for orderly production which includes standardization as to type and grade specifications of the various Nursery products to maintain economical production, and to co-ordinate supply with demand within reasonable range, so far as possible in justice to all interests, avoiding profitless prosperity to be forced on deserving participants in a broad cooperative plan for market development.

AMERICAN PLANT PROPAGATORS ASSOCIATION

H. Lloyd Haupt, Hatboro, Pa., Secy.

President Henry Klehm and Secretary H. Lloyd Haupt of the American Plant Propagators Association have started plans for the annual meeting of the association in Boston July 16, 1929. Program features are being arranged. John Nordine, Lake City, Minn., is vice-president. The executive committee is composed of: Henry Klehm, chairman, Arlington Heights, Ill.; John Siebenthaler (1929), Dayton, O.; W. B. Cole (1929), Painesville, O.; Clarence Malmo (1930), Seattle, Wash.; Thomas A. McBeth (1930), Springfield, O.; George Verhalen (1931), Scottsville, Tex.; Howard Scarff (1931), New Carlisle, O.

NURSERY INSPECTOR DESCRIBES HIS WORK IN DETAIL

J. C. Goodwin, Nursery inspector of the Florida Plant Board, has this to say regarding the Nursery inspection situation in Florida:

"The purchaser of a plant is rightfully entitled to receive a plant that is free from especially injurious insects; by the same token, a plant sold, delivered and planted is entitled to an opportunity to flourish and fulfil its mission unhampered and unhindered by myriads of pests. This, then, is the mission of the Nursery Inspection Department of the State Plant Board: to keep Florida Nurseries under constant inspection to prevent the spread of especially injurious pests on Nursery stock. Among the numerous ways that plant pests are disseminated, the movement of Nursery stock can be placed in the front rank. When an infested plant is taken from a Nursery and planted out, the host lives and carries the pest over from one generation to another. In a Nursery where the numerous plants are in close proximity to each other, it is easy for a pest to become established. The field inspectors attached to the Nursery Inspection Department, in their regular routine inspections, carefully inspect the stock in the Nursery and thus discover outbreaks while they are still in their incipency. An outbreak discovered in its beginning will prevent the distribution of the pest not only over our own state but the other states as well because our Nurserymen are today shipping material to every state in the Union and to many foreign countries.

"There are 2,345 Nurseries in this state, according to the last annual report, June 30, 1927. A few have retired from business since this date, but others have entered business and the total Nurseries in business in this state today is not far from the figure as of June 30. There were embraced in the 2,345 Nurseries approximately 10,000 acres of ground and our records show a total of 62,000,000 plants under inspection. While the acreage in citrus Nurseries is double that of ornamental, yet the number of plants in each is about the same. These figures do not include the latest acquisition to our horticulture in this state, the production of narcissus bulbs on a large scale. When the Federal Department of Agriculture imposed the restrictions on foreign bulbs, restrictions were also imposed on the interstate movement of certain bulbs. In order to meet the interstate regulations and afford our people an opportunity to reap the harvest, the Nursery Inspection Department of the State Plant Board undertook to inspect bulbs and thus permit the growers to secure Federal certification. On June 30, 1927, we had under inspection over 50,000,000 bulbs in the hands of 71 growers. Over two-thirds of the bulbs produced in the United States last year were produced in Florida. On the spring inspection the number of growers had increased to 90 and others have signified their intention of growing bulbs, either as a side-line or as a major crop.

"Now that we have had a glimpse of the work performed, let us consider the how and why of the matter. For the sake of efficiency, the state is divided into inspectional districts. There are 12 such districts now. Each district is in charge of a field representative who has a complete list of the Nurseries within his territory and makes inspections of same at regular intervals. Our Assistant Nursery Inspectors are all trained men with years of experience in inspectional work and fully appreciate their responsibility in the protection of our horticultural interests. The size of the district depends on the number of Nurseries and acreage involved in the area. When an inspector enters a Nursery, he goes there for the purpose of ascertaining what pests are present. He carefully dons his one piece inspection suit when beginning his work in a citrus property. The inspection is not made the same as you would go out and look over a field of grain. The Nursery is inspected systematically and carefully. The inspector goes up one row and down another, constantly on the alert, scrutinizing each and every plant. After the inspection has been

completed, the inspector very carefully removes his inspection suit and disinfects same in a solution of bichloride of mercury at a dilution of 1 to 1000. This precaution is taken to prevent the inspector from being a distributor of the very thing he is trying to find. Before leaving the Nursery, the inspector makes out a detailed report on the conditions prevailing and this report is mailed to the Nursery Inspection Department at Gainesville. It is upon the findings of the field inspector, together with such other information as may be on record, that the Nursery Inspection Department bases its action. During the fiscal year ending June 30, 1927, it was found necessary to impose restrictions on Nurseries, either a portion of the Nursery or the entire Nursery, 1,080 times. In some instances, the same Nursery has had restrictions imposed several times during the year. A quarantine is the last resort: it is invoked after other methods of securing action on the part of the Nurseryman have failed. When our field representatives note the presence of some of our more common insects, the Nurseryman is advised of the fact and is given an opportunity to clean up in order to prevent a quarantine at a subsequent inspection. Most of the Nurserymen seem to appreciate this word of caution and have cleaned up.

"Upon receipt of the report from the field inspector, the Nurseryman is advised of our action and is afforded an opportunity to secure inspection certificate tags, if the conditions prevailing in the Nursery merit such action. Each certificate tag is numbered and the Nurseryman is required, under the Plant Act of 1927, to make a record of each sale and transmit to the Nursery Inspector at Gainesville a report showing the name and address of the Nurseryman making the sale, the name and address of the purchaser, date, number of the certificate tag attached to the shipment and kind and quantity of the Nursery stock. Each report from the Nurseryman is filed in the office of the Nursery Inspector as a part of our permanent record. Now, perhaps, you ask why this record. By keeping these invoices or reports on the movement of Nursery stock, we have the basis for intelligent eradication work should such be necessary. Let us take, as an example, what would happen should canker or some other major pest be found in a grove. The first thing we would do would be to ascertain the source of the trees. With this information, we would refer to our files and have immediately available a complete record of the movement of stock from that Nursery. With this information at hand, the inspectors would be able to go direct to the recipients of stock from this Nursery to ascertain if the same condition prevails elsewhere in the state. Without this record we would have to spend weeks and months trying to locate the various shipments from the Nursery where the infected or infested stock was grown. These records are for your protection and our guidance.

"During the past fiscal year we were able to inspect Nurseries in the state at the rate of 3.5 inspections per annum. This number of inspections is entirely too low. With our tropical conditions, we should have a report on a Nursery every 60 days. With our wonderful sunshine and continuous growing weather, it is possible for a plant pest to become numerous almost over night. Under northern conditions where pests develop more slowly, this large number of inspections per annum would not be required. Under our most favorable conditions, we should

inspect Nurseries frequently—every sixty days is none too often.

"During the past several years some of our Nurserymen have been prone to rest on their oars and bemoan the fact that business was all shot to pieces. They did not keep their Nurseries in good condition and their trees were not thrifty, thus hindering the inspector when he called. A Nursery that is in good shape is far easier to inspect than one that is grown up in grass and weeds and fairly reeking with pests. Today, conditions are somewhat improved. Nurseries are receiving better care and some new Nurseries are applying for inspection and certification. With the renewed interest, the number of inspectors available will not be able to maintain the average of 3.5 inspections per year. It is impossible and impracticable to rush the inspectors in order to make more inspections because the very nature of the work demands thoroughness. With the decrease in the number of inspections given each Nursery during the year, a decrease in the protection afforded will, of course, result. Each grower should therefore consider himself a self-appointed committee of one to see that his own property is kept clean in order to prevent the rapid dissemination of plant pests. There is a limit to human effort. We can go just so far with the implements furnished. We can not accomplish the impossible.

"If a plant pest should be so thoughtless and inconsiderate as to make its appearance between the times our inspector is at your place, advise us immediately. At the same time, send us specimens in a pasteboard box or tin can. Do not send specimens in an envelope—there is too much danger of the specimens being mashed beyond recognition. By helping us you help yourselves. Through your unstinted cooperation, we will be able to afford you the maximum protection in the everlasting battle against the bug."

Nurserymen in a Joint Conference

An acquaintance meeting of Nurserymen, fruit growers and county agents was a feature of farmers' week at A. & M. College, College Station, Tex., Aug. 2, Dean E. J. Kyle discussed the outlook for horticulture in Texas; Will Munson, Denison, talked on grapes; W. A. Nabors on commercial fruit growing; J. F. Roseborough on relationship between Nurserymen and county agents; F. W. Westcourt on farm and city plantings of shrubs and evergreens; Dr. Taubenhaus on diseases affecting Nursery stock.

John Brady, Brady's Nurseries, White Bear Lake, Minn., died Aug. 3 at his home in St. Paul, aged 65 years. He was born in Germany and came to this country in 1880.

"Some Relations of Green Manures to the Nitrogen of a Soil" is the subject of a Cornell University bulletin by T. L. Lyon and B. D. Wilson.

The Crews-Peters Nursery, San Diego, Cal., is supplying the stock and supervising the landscaping of the new Agua Caliente Hotel and grounds at Tia Juana Hot Springs, Mexico.

David S. Geddes, St. Louis, Mo., is one of the latest advocates of highway planting of trees and shrubs; he hooks up the idea with the Nurserymen's National Publicity Campaign.

THE F. E. SCHIFFERLI & SON NURSERIES
Fredonia, Chautauqua Co., N. Y. **Established 1890**
 We offer for Fall and Spring a very large and complete assortment of
FREDONIA GROWN GRAPE VINES, CURRANTS, GOOSEBERRIES
 Everything we offer is of our own growing and will be graded up to our usual high standard that we originated and adopted many years ago and has made many everlasting customers, and our business a success.
 We invite your inquiries.

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE
AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

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If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., SEPTEMBER 1, 1928

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dawn of Nursery Trade Journalism."—John Watson.

IMPORTANCE OF THE TRADE PRESS

In a recent address to men connected with the press, President Coolidge said:

"Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and patriotism.

"There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fail to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and consumption of all kinds of commodities.

"This service is always on the constructive side of affairs, encouraging men to think better, to do better and to live better. Reaching through it all, there is every assurance that today is better than yesterday, that tomorrow will be a better day than today and that faith is justified."

The "American Nurseryman" is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and Canada.

The Mirror of the Trade

Collecting \$150,000 For the First Year

For the Nation-Wide Campaign—Completion of This Amount Will Be the Signal To Start—Committee in Charge

According to the resolution unanimously adopted by the members of the American Association of Nurserymen, each Nurseryman will be asked to contribute one-half of one per cent of his annual business toward the Million Dollar Nation-Wide Advertising and Merchandising Campaign.

This quota was again agreed upon at a joint meeting of the executive committee and the directors of the Association and it was decided that it is to fall equally on all branches of the industry.

The amount sounds small, but when the wide-awake Nurserymen all over the country get behind the movement the aggregate total will make sufficient funds to carry on a campaign that should create a future Billion Dollar Market.

Since no one wants such a plan to be a sky rocket, it has been arranged that the campaign will not get underway until \$150,000 for the first year of the four-year program has been collected. Should that amount not be collected, all subscriptions will be returned to the Nurserymen who have already contributed.

Every Nurseryman will profit from the campaign; so it has been held as only fair and just that each should pay a proportionate share of the investment.

Collection of funds has just started by districts. Members of the fund raising committee are: E. C. Hilborn, Valley City, N. D., chairman; J. D. Elsele, River-ton, N. J.; Bert Lake, Shenandoah, Ia.; S. G. Nelson, Glenview, Ill.; J. H. McFarland, Harrisburg, Pa.; W. G. Harrison, Painesville, O.; Paul Lindley, Pomona, N. C.; William Pitkin, Rochester, N. Y.; J. B. Baker, Fort Worth, Tex.; R. F. Wilcox, Los Angeles, Calif.; Clark Pilkington, Portland, Ore.; Richard Wyman, Framing-ham, Mass.

E. G. Naeckel of Davenport, Ia., is the campaign manager.

Only the most straight-forward business methods will be used in administering the campaign. Full details of the program are to be outlined in a Plan Book that will shortly be sent to each member of the industry.

"If I Can Accomplish More"—E. C. Hilborn

If I can accomplish more by putting a few hundred dollars of my sales or advertising money alongside that of the money of my fellow-Nurserymen from the East and West and South, I will consider it good business to do it that way. The larger fund can hope to create some new ideas or new styles and make for larger sales for all of us.

Sales increases have not kept pace with production. There is trouble ahead unless we can find larger markets. A small amount wisely spent may bring us larger returns.

Apparently there are two kinds of advertising. First, to get business away from the other fellow; self-preservation demands a share of this. This is necessarily individual advertising. Second, there is constructive advertising that in-

creases consumption. It is this kind that points the way to a larger use of plants and in its results we all share. Its profits start with the retailers and back up to the wholesalers. This is the one type of advertising which can best be accomplished by a cooperative effort.

Gentlemen, we Nurserymen have been accused of doing nothing and of being unprogressive. The facts of the survey also accuse us. Our business has been moving at a snail's pace. Every other line has been building but ours. At last we have a definite plan to go forward.

The time has come when the American Nurserymen, acting as a unit, should direct the thinking of the public as it pertains to their parks and their home grounds.—Chairman E. C. Hilborn, Dis-tribution Committee, A. A. N.

Under the heading "Do Nurseries Spread Peach Yellows," Bulletin 460, Pa. Dept. Agr. says: "Peach growers everywhere have from time to time blamed Nurserymen for sending out peach yellows in Nursery stock; and from what little was known about the disease there seemed to be some justification for this charge. It is established that the disease can be transmitted by budding, at least into larger trees, and the habit in Nurseries of budding large blocks from other Nursery stock appeared to provide ample opportunity for disease spread by this method. An attempt was made in 1925 to gather evidence bearing on this point. The inspection record of the Department give complete data on the age and number of yellows for each block of trees in the orchards covered, and to supplement these records the Nursery origin of 158 orchards containing 157,796 trees was ascertained by questionnaire. These records of origin were then united with the inspection data in such a way as to list under each Nursery the orchards derived from it, together with the yellows found in each.

It should be noted that only younger orchards were included in this summary to minimize the complications arising from possible secondary spread. If any individual Nursery were guilty of spreading yellows in its stock the lists thus compiled would show it at once in the excessive amount of disease in the young orchards planted from its stock. There were no such Nurseries. Analysis of the data from any angle failed to cast the slightest suspicion on any Nursery either in or out of the state. The result must be taken to mean that our peach Nursery stock is at least of minor importance as a means of spreading yellows."

The Canadian commercial apple crop outlook based on August 1 condition indicated a yield of 2,938,970 barrels or 4 per cent above last year's crop of 2,811,100 barrels, according to reports from the Dominion Department of Agriculture received in the Foreign Service of the Bureau of Agricultural Economics. The crop is only 93 per cent of the five year average, however.

AMERICAN FRUITS

[Reg. U. S. Pat. Off.]

Orchard and Field Prospects for Fruit Tree Nurserymen

The Romance Behind Fruit Names

Under the heading "The Romance Behind Fruit Names", H. B. Tukey, of the New York State Experiment Station, writes entertainingly in *Fruits and Gardens*, showing that the Rain Cloud label attached by a grocer to a basket of Green Gage plums was really Reine Claude which, of course, is simply Queen Claudia.

Everyone in America knows the Bartlett pear, say Mr. Tukey. The same variety, grown in Europe, is called by a different name, and the story back of it is typical of how many fruits got their names. It seems that about 1765 an English schoolmaster by the name of Stair found a pear which particularly appealed to him growing wild on his premises. He showed the fruit to his neighbors and they began calling it "Stair's Pear", just as the baby next door is first called Jones' baby or Smith's baby. An enterprising London Nurseryman, Mr. Williams, heard of the new fruit and introduced it throughout England, so that it took the name of "Williams" and "Williams' Bon Chretien", bon chretien being translated "good Christian". Several years later Enoch Bartlett acquired the estate upon which the trees were growing, recognized the variety as promising, and introduced it to America under his own name, Bartlett.

The "Agen" plum, more familiar as the "French prune", and still more familiar to most folks as one of the common breakfast prunes, has been known at one time or another by at least 37 different names, translated into half a dozen different languages, and in length all the way from one syllable to a dozen. The Catawba grape which inspired Longfellow to write of "Catawba wine, with a taste so divine, so dulcet, delicious, and dreamy," is credited with over a score of synonyms; and the Newtown apple, whose fine flavor caused a British sovereign to remove the tax on American apples so that his subjects might not be deprived of it, has been designated in almost thirty different ways. In general, the older and more popular a variety, the more names it has.

The Royal Anne sweet cherry is so widely known by that name in America that housewives purchase canned sweet cherries by calling for the varietal name, yet the Napoleon cherry grown in Eastern fruit sections of America is identical with the Royal Anne. The labels being lost from the trees of Napoleon carried across the continent in early days, the name "Royal Anne" was substituted and hold its own against all rhyme and reason.

"Bing," the large, firm, black sweet cherry most commonly seen on fruit stands, was named after a Chinese workman; while the Wild Goose plum, one of the native American varieties, sprang from a seed found in the craw of a goose.

The world has ever sung the praises of Peter M. Gideon, a pioneer at Excelsior, Minn., for from one of the seeds purchased

with his last eight dollars sprang a tree now famous as the "Wealthy" apple. There was no irony in the name; it is the given name of his beloved wife.

But this is the age of science, concludes Mr. Tukey, and science must be served. New varieties are becoming the products of fruit breeding enterprises conducted at the agricultural experiment stations throughout the country. Accordingly systematic naming takes hold and the apple varieties originated by one of the state experiment stations are named for counties, witness "Cortland," "Chautauqua," "Broome," "Nassau," "Rensselaer," and "Otsego". Grapes receive the names of towns in the grape producing sections of the state as "Urbana," "Westfield," "Ripley," and "Dunkirk." Then again crosses between two varieties may bear a composite of the two such as "Barseck," whose parents are "Bartlett" and "Seckel"; "Eumedel", a cross between "Eumelan" and "Delaware"; and "Delago" a seedling from "Delago" and "Goethe." Business contributes the "Orengo" apple distributed by the Oregon Nursery Company. South Dakota follows a novel system and never fears the possibility of adopting a name already in use. The result is Tokeya, Sapa, Opata, Hanska, Kaga, Inkpa, and Toka—all good Sioux Indian words.

"Unfortunately fruit naming is not all under one management so that the process is not so simple as that used for Pullman cars. Duplication is a frequent source of trouble for what with some 5,000 varieties of apples, fully as many pears, and thousands of peaches, plums, cherries, and other fruits, the possibility looms large. Yet by the time all the common English names have been exhausted archeologists will have pried further into the languages of bygone days. And for that matter the Chinese and Marquesan languages have scarcely been touched, so that in all probability the romance behind fruit names will continue until Gabriel blows his horn."

New York's Apple Prestige

Geographically, New York State is ideally located to regain its prestige as the leading apple exporting state and to benefit from the increased demand for apples that is in evidence in Europe, particularly in England, said Edwin Smith, London marketing representative of the U. S. Department of Agriculture, in addressing members of the New York State Horticultural Society at their summer meeting at the Experiment Station at Geneva on August 15.

The necessity for meeting the demand of the English market as to variety, color, size, and quality was emphasized by Mr. Smith, who pointed out that Virginia, though further away from London than New York, had displaced the Empire State as the leading apple exporting state, because her fruit more nearly met the standards desired.

Speaking of varieties suitable for the export trade, Mr. Smith said in part, "New

York State needs a highly colored Baldwin or similar variety for its export trade. The Ben Davis still will go in Germany and Scandinavian markets where hardness in shipping to remote destinations is of first importance. Golden Russet and Newtown are still greatly appreciated in Great Britain, but British dealers complain that they do not see the quantity of Hudson River Newtowns that they used to receive. At the present time the McIntosh is not a good export variety and there is no immediate prospect that it will be.

"The Greening is at present one of New York's best varieties for export because as a cooking apple it is thoroughly appreciated. However, in good years England produces sufficient cooking apples to meet her needs." Crop reports indicate that European apple crops are to be smaller than they were in 1927, said Mr. Smith, who added that indications point to a steady winter demand for imported cooking apples particularly.

Marketing officials of the Department of Agriculture stand ready to investigate and report on specific export problems in an effort to aid American fruit growers to market their products, said the speaker.

When Is a Nectarine?

When Mother Nature created a peach without fuzz she bestowed a benefit upon mankind which is only now coming to be fully appreciated, especially in the East, declares Dr. U. P. Hedrick, horticulturist at the Experiment Station at Geneva, N. Y., commenting on an exhibit of nectarine varieties to be made by the Station at the State Fair.

"Nectarines are peaches in every respect except that they lack the fuzziness of the skin which characterizes the peach," says Dr. Hedrick. "Nectarine trees cannot be told from peach trees unless the fruit is present. There are cling-stone and free-stone varieties of nectarines just as there are of peaches, while the flesh of the nectarine may be red, yellow, or white.

"Nectarines may spring from peach stones, and peaches sometimes come from nectarine seeds. Peach trees may also produce nectarines on one twig or branch, the rest of the tree producing peaches. Nectarine trees have likewise been known to produce peaches. Once in a while a peach tree or a nectarine tree will produce an individual fruit that is part nectarine and part peach.

"One of the principal reasons why nectarines have not found more favor in the East is the lack of good varieties. The Experiment Station has been testing out varieties of nectarines and now has over 30 different sorts in its orchards. A collection of these varieties will be shown in the Station's State Fair exhibit."

Creditors of the United States Nursery Co., formerly in business in Rosencres, Miss., have been requested to file claims with C. G. Snyder, receiver, Clarksdale, Miss.

A greenhouse 21 x 164 feet is under construction for F. & F. Nurseries, Springfield, N. J.

COMING EVENTS

Southern Nurserymen's Ass'n.—Annual convention, Memphis, Tenn., Sept. 12-13.

Southwestern Nurserymen's Ass'n.—Annual convention, Memphis, Tenn., Sept. 12-13.

American Rose Society—Annual meeting, DuPont "Longwood" Estate, Kennett Square, Pa., Sept. 21.

American Dahlia Society—Annual exhibition, Madison Square Garden, New York, Sept. 26-27.

Cal. Ass'n. of Nurserymen—Annual convention, Beverly Hills, Sept. 27-29.

Neb. Nurserymen's Ass'n.—Summer meeting, Sonderegger Nurseries, Beatrice, Sept. 11.

Seventh Mid-West Horticultural Exhibition—Memorial Bldg., Cedar Rapids, Iowa, Nov. 14-17.

ROADSIDE TREE PLANTING CONDITIONS TO OBSERVE

By Richard Lieber in Indianapolis News

REMOVAL of several hundred splendid shade trees in North Meridian street, Indianapolis, in order to widen this important north and south traffic artery, is a forcible illustration that we who contemplate roadside tree planting should bear in mind that roads and streets of the future will likely be twice as wide as now, so set trees back accordingly.

While it is regretted that these handsome trees in Meridian street were removed to care for the traffic of an intensive automotive age, it is with full realization they for many years served both as producers of shade in heated summer periods, as well as wind-breaks in winter, and that at all times were decorative and enhanced the beauty of this thoroughfare. In their removal is the object lesson that future tree planting, whether along highways of the state or in the business or residential streets, consideration must be given to pavement width so as not to interfere with utility and automotive service. For it is patent that when trees, regardless of their beauty or how much we love them, become obstacles to progress, they must be sacrificed.

260 TREES REMOVED

Accompanying photographs illustrate modern methods of tree removal. A count shows that about 260 trees were removed in the thirteen blocks improved, the trees averaging twenty-six to the block, considering both sides of the street.

Of late there has been persistent agitation in Indiana by women's and civic clubs for roadside tree planting, and this landscaping might well be the next step in our fast expanding highway system if only we could predict or ascertain future road widening requirements.

So far, however, no one has ever figured out the cost to the taxpayer for the embellishment, and before we can reach any conclusion whatsoever, it should be plainly understood that any plan of beautification of state highways must take place on state land. It can not be expected that farmers should contribute strips of their property, least of all be compelled to surrender it and, great as our exasperation may be at certain public service corporations for their ruthless destruction of beautiful trees, we must remember that the service that they maintain is of the very greatest importance. Everybody is immediately interested in the functioning of telegraph, telephone, high tension current and the widening of streets and roads to better traffic conditions, therefore they are not in sympathy with any specific incident that will retard the expansion of these services.

ONLY ONE ANSWER

Roadway tree planting means an extension of at least fifty feet of the right of way on either side of the traveled road. Many of our highways are too narrow. If many trees were planted today, in accordance with the above provision, what would

happen say in twenty years hence, when traffic forces widening these roads? There is, of course, only one answer—cut the trees and widen the roads as in the case of those old monarchs in Meridian street, where space needed between curbs is vastly more important than trees bordering an entirely too narrow street, causing congestion and ever increasing traffic hazards.

In addition to the cost of acquisition of the needed right of way for roadside planting, comes the cost of producing, planting and maintaining the trees and shrubs. It should be plainly understood that these figures would run into millions and tens of millions.

URGES CAUTION IN PLANTING

I am not trying to find argument against tree planting, but I must not evade the issue of planting on narrow rights of way that increased traffic soon will force to be extended. If roadside tree planting has to be done by the state because it will not be done by individuals as long as it is not to their individual interests, and will not be done until the country is much more densely populated, the taxpayers are entitled to know two items very definitely. First, the permanency of the investment, and second, the total cost. Undoubtedly there are vast stretches in our state, especially in the southern part, where the maintenance of trees along highways would be a public asset to the adjoining lands where township and counties in their self-interest might be induced to plant trees provided that the width of the road has been definitely ascertained for all time.

In order to make the economic value of trees plain, but not with a view of ever using them for utilitarian purposes, let me cite these figures:

ELEVEN MILLION ESTIMATED

There are about seventy-six thousand miles of roads and highways in Indiana more or less permanently improved, and along them could be planted approximately eleven million trees, the equivalent to a forest when mature of 550,000 acres. These trees in fifty years would produce over two billion five hundred million feet of lumber, worth at present market prices in excess of \$50,000,000 on the stump.

If oaks and hickories were planted the yield might not be as great in volume, but it would equal the value when cut at maturity. Again the nut crop would be extremely valuable. Although nut trees do not bear every year, on the basis of a mature tree bearing a bushel or more of nuts in an average season, and the price at \$1.50 to \$2 a bushel, 11,000,000 roadside nut trees would bear the equivalent to a full crop each three years worth approximately \$5,000,000. Walnut and hickory are further favored for the deeper root system enabling them to better withstand drought and the ravages of insects and scale. Producing only a minimum of shade, they would afford protection to crops as a wind break and not retard crop growth.

ILLINOIS NURSERYMEN'S ASSOCIATION

N. E. Averill, Dundee, Secretary

The mid-summer outing at Benton Harbor, Mich., was as usual a marked success and was enjoyed in full as per program.

Among those at the outing were: G. A. Chandler and Margaret Chandler, Kansas City, Mo.; Hazel B. Palmer, Dundee, Ill.; N. E. Averill, secretary, Dundee, Ill.; Arthur L. Palmgren, Lillie Palmgren, W. B. Hagen, C. R. Erickson, Glenview, Ill.; James Morton, Chicago representative of the Florists' Exchange; A. Busch and family, Belleville, Ill.; R. S. Lake, Shenandoah, Ia.; F. D. Clavey and wife, Highland Park, Ill.; A. L. Fisher, Peter Wallace, A. J. Cultra, Onarga, Ill.; J. W. Beyer, McMinnville, Tenn.; A. M. Artz, Onarga, Ill.; C. A. Stahelin, Bridgman, Mich.; A. Murphy, Chicago; John S. Schreiber, Benton Harbor, Mich.; Homer Gravatt, Kansas City, Mo.; C. H. Johnson, Chenoa, Ill.; W. W. Patten, Charles City, Ia.; B. J. Manahan, Detroit, Mich.; H. Bowden, Geneva, N. Y.; O. A. Hobbs and Mrs. Hobbs, Bridgeport, Ind.; W. F. Bohlender, Tippecanoe City, O.; A. Campbell, J. C. Bailance, Paw Paw, Mich.; L. H. Warren, River Forest, Ill., and A. M. Grootendorst, Benton Harbor, Mich.

New members of the American Association of Nurserymen are: The Cottage Gardens, Lansing, Mich.; Jericho Turnpike Tree and Shrubbery Nursery, Syosett, L. I., N. Y.; Keystone State Nurseries, New Gallie, Pa.; Texas Ornamental Nursery, Thos. E. Murrey, Wills Point, Tex.

OKLAHOMA NURSERYMEN'S ASSOCIATION

W. E. Rey, Oklahoma City, Secy.

Midsummer meeting of the Oklahoma Nurserymen's Association was held in Ponca City, Aug. 23-24. The program included addresses of welcome and response by City Attorney R. O. Wilson and President J. T. Foote; "Highway Beautification," by State Forester George R. Phillips; "Renewing Activity in Fruit Growing," Jim Parker, Tecumseh; "Business Administration," T. A. Milstead, Shawnee; "Sales," N. D. Woods; "New Material for the Landscape Gardener," H. L. Hatashita. A banquet was served in the evening at which Mr. Milstead was toastmaster and Clyde Muhlmoe, editor Ponca City News, delivered an address. The second day was devoted to entertainment and sight seeing.

Wayside Gardens

HARDY PERENNIAL PLANTS
EXCLUSIVELY

Write for Trade List.

THE WAYSIDE GARDENS COMPANY
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SOMETHING NEW In Butterfly Bush

BUDDLEIA LINDLEYANA—In many ways superior to the common Magnifica. More upright in growth; smaller, clean-cut foliage. Resembles privet. Flowers are violet-blue. A comer—watch it.

FALL TRADE LIST will be in the mails early in September. We aim to have your name on our mailing list but sometimes we err. Tell us if we do.

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Wholesale Nurserymen

OTTAWA, KANSAS

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LABELS**

Fredonia Grown
GRAPE VINES, CURRANTS,
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Large supply in all Varieties
 Let us quote on your requirements
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Growers and Dealers
 —High Grade—

NURSERY PRODUCTS
FOREST TREE SEEDLINGS
 and
ORNAMENTAL SHRUBS
 Our Specialty
 GET OUR PRICES BEFORE YOU BUY.

150,000 June Bud Peach

12-18 in., 18-24 in., and 2-3 ft.

The best stock we have ever offered the trade
 and this is one of our two SPECIALTIES.

Let Us Quote You Now

We also are heavy on One Year Apple—
 strictly first-class stock. This is our other
 SPECIALTY. Send your list for prices. All
 standard varieties in both PEACH and APPLE.

Apples 2-3 ft., 3-4 ft., and 4-5 ft. grades

Cumberland Valley
Nursery Co., Inc.
 McMinnville, Tennessee

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The Howard-Hickory Co.
 HICKORY, N. C.

Imported Peat Moss

(GROUND PEAT)

For Horticultural use. The superior granu-
 lated variety cured and packed in Holland. Bur-
 lapped bale \$3.50 (spreads 240 sq. ft. 1 in.
 deep). F. O. B. Boston.

Write for folder and quantity prices.

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Juniperus Virginiana

CLEAN 1928 SEED

From the Platte River District in Nebraska
 VERY DESIRABLE SEED

Per lb. 75c; 10 lbs. \$7.00; 100 lbs. \$60.00
EVERGREEN NURSERY CO.

Established 1864 STURGEON BAY, WIS.

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Surplus Nursery Stock

	Per 100
1000 Spirea Thunbergi, 3-4 ft.	\$35.00
750 Redtwig Dogwood, 5-6 ft.	35.00
2000 Regal's Privet (True), 3 ft.	25.00
4500 Wh. Tartarian Honeysuckle, 5-6 ft.	25.00
500 Indian Current, 3-4 ft.	20.00
500 American Plum, 6-8 ft., bushy	50.00

All of the above stock will produce an im-
 mediate landscape effect.

Truck and Carlot Orders Packed Free
 Packing otherwise, charged at cost.

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 Saving. Your Mailing Problem Solved.

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Offers in carload lots or less:

CALIFORNIA PRIVET

One and two year grades

ASPARAGUS AND RHUBARB

One and two year grades

SHRUBBERY AND PERENNIALS

In excellent assortment

EVERGREENS

A large supply of Thuya Pyramidalis,
 also lining out stock.

Attractive prices will be quoted. Send
 us your want list.

NORWAY SPRUCE
BLACK HILL SPRUCE
ORIENTAL SPRUCE
WHITE SPRUCE

Specimens in all varieties up to 5 ft.

BUXUS SEMPERVIRENS

10-12 in.—12-15 in.—15-18 in.

VERY BUSHY AND HEAVY

Can Furnish Same in Carload Lots

Will have several thousand

CUTLEAF WEEPING BIRCH

to offer for Fall and Spring delivery

4-6 ft.; 6-8 ft. sizes

The Independence Nurseries Co.
 INDEPENDENCE, OHIO

W. T. HOOD & CO.
OLD DOMINION NURSERIES

Richmond, Virginia

We offer for Fall 1928 and Spring 1929:

A General Assortment of

EVERGREENS

Several Times Transplanted

Four and Five Years Old

PINK FLOWERING DOGWOOD, LOMBARDY
 POPLARS, SILVER MAPLE, CATALPA BUN-
 GEI, AZALEA HINEDEGIRL, CLEMATIS PAN-
 ICULATA, 75,000 ASSORTED SHRUBS, CALI-
 FORNIA and AMOOR RIVER PRIVET.
 Also a COMPLETE LINE OF FRUIT TREES.

Sample submitted on request.

SEND US YOUR LIST FOR QUOTATIONS

PEACH PITS We planted peach pits
 last fall and got no stand
 this spring. During the winter we stratified
 some of the pits we planted last fall and Lovell
 pits. The Lovells gave a fine stand while the
 others again did not sprout. It is an interest-
 ing experiment. Don't you want to try 100
 lbs. alongside of your next planting? We'll
 give you the names of those who bought in
 quantity lots. Sample 25c.
BORLING A4, MADISON, OHIO

Established 1868

Leading European Forest Tree Seed House
A. GRUNWALD, Wiener-Neustadt, Austria
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An early order secures timely and complete ex-
 ecution. Order fruit stones (myrobalans, mas-
 sard-cherries, etc.) now to insure full success.
 Test your seeds! Practical seed testers, \$2 each

A paper which gives the best value for
 the money to the reader will give the
 best value to the advertiser as well. I
 don't think there is any argument about
 the soundness of this view—H. Dumont,
 Chicago, Ill., in Printer's Ink.

NOTICE

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 desiring to keep in touch with commercial
 horticulture in England and the continent
 of Europe. Your best means of doing this is
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 Great Britain and the cream of the European
 firms. Impartial reports of all novelties, etc.
 Paper free on receipt of \$1.50 covering cost
 of postage yearly. As the H. A. is a purely
 trade medium, applicants should, with the
 subscription, send a copy of their catalogue
 or other evidence that they belong to the
 nursery or seed trade.

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SOUTHERN NURSERYMEN'S ASSOCIATION

W. C. Daniels, Pomona, N. C., Secy.

Secretary W. C. Daniels has sent the following invitation to the Nursery trade:
Fellow-Nurserymen:

It won't be long now!

... And we want you to consider this letter a special invitation to attend our annual meeting, Sept. 12 and 13, in Memphis, Tenn. Headquarters will be at the Peabody Hotel.

There is another good hotel, just across the street from the Peabody, The Tennessee, where rooms may be had for \$2 up.

About exhibits. There will be plenty of exhibit space, and we want this feature of our meeting to be more interesting than ever. L. E. Rehse is chairman of the Exhibit Committee, and you should address your shipments in his care, to the Peabody Hotel. Several nationally known makers of equipment used by Nurserymen, who did not attend the National meeting, have indicated that they will be on hand at Memphis.

President Smith of the Southern, and President Munson, of the Southwestern Association, are working on the programs, and President Smith says, "We will have something worth going a thousand miles to hear."

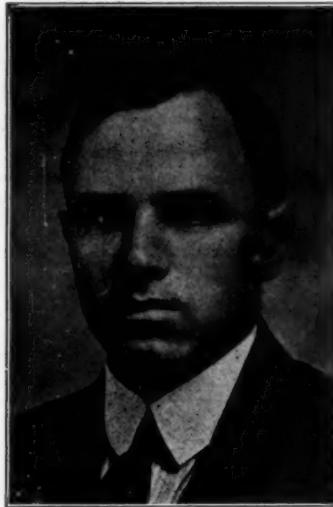
During one of the sessions the Market Development Program of the A. A. N. will be explained by a representative of the L. W. Ramsey Co. C. E. Cary, Director, Educational Division, A. A. N., will also be on hand and tell us of his work, which ties in closely with the publicity program. One of the greatest needs of the Nurseryman today is modern merchandising methods.

L. A. Niven, Memphis, is chairman of the local committee, and he asks those who wish to play golf, to let him know, so that arrangements may be made. He also asks

that those desiring to play bring their clubs and tell him the days they will play, whether 12th or 13th, or both.

If you have not already done so, decide now to go to Memphis; you cannot afford to be absent!

W. C. DANIELS, Secretary



W. C. DANIELS, Pomona, N. C.
Secy. Southern Nurserymen's Assn.

Evansville, Ind., Nurseries Co. has filed papers evidencing final dissolution.

At the notable conferences on important world questions, in Williamstown, Mass., last month, George C. Perkins, formerly of Jackson & Perkins Co., Nurserymen, Newark, N. Y., and California ranch owner, showed how cooperatives are helping to solve agricultural difficulties.

Hicks Nursery Expands

Oyster Bay, N. Y., News

Hick's Nursery at Westbury, which is known all over the world, because of its national and foreign business in plants and shrubs, in addition to growing large quantities of Nursery products on its extensive Westbury tracts, has just decided to add a sales department which will be exceeded by none in this country from the standpoint of efficiency and taste. The Hicks Nursery has started construction of a large building which will house the sales department and serve as a show room for its products. The building will be 100 by 40 feet in dimensions, and will be of exquisite architecture design so built as to blend harmoniously with the already beautiful setting at the Nursery.

Appropriate arrangements will be made to display large amounts of flowers, plants, evergreens and other products grown at the Nurseries.

The building will be equipped with large doors in the rear so that trucks and automobiles may enter the building for loading and unloading the plants and flowers which are to be put on display or delivered after they are sold.

All around the new building will be artistically landscaped grounds, constituting a garden similar to the one at Doubleday, Doran and Company plant at Garden City. The drives will be spacious and lead to ample parking facilities for dozens of automobiles during busy times when many customers are visiting the sales department.

It will be possible, when the new building is completed, for people to go right into the sales department and pick out their choice of any thing the Nursery has from the samples on display. This will preclude blind buying and will make the purchase of plants, flowers and shrubs one of the most interesting and delightful tasks imaginable.



Have you received our new price list?

If not write us at once, it is worth having and is a real reference on hardy ornamentals.

PRINCETON NURSERIES

WM. FLEMER'S SONS, INC.

Princeton,

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IMPORTED GRANULATED
PEAT MOSS
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GPM is synonymous with the best grade and the best value in Peat Moss. Coming from the world's finest peat bogs—scientifically prepared by the oldest experts in the industry—GPM is acknowledged to be the standard. If you've never used GPM let us send you our liberal test bale for \$1.25 post paid. Contains enough to cover 16 square feet one inch deep.

ATKINS & DURBROW, INC.

29-A Burling Slip, New York, N. Y.



**Huntsville Grown
Shrubs and Roses**

Thoroughly Matured

Will begin shipping September 15th, give us a trial order for

**FLOWERING SHRUBS FIELD GROWN ROSES
FRUIT TREES and EVERGREENS**

PROMPT SHIPMENT—QUALITY STOCK

The Huntsville Wholesale Nurseries, Inc.,

1872

HUNTSVILLE, ALABAMA

1928

**THE
MONROE
NURSERY**

ESTABLISHED 1847

FRUITS AND ORNAMENTALS

Featuring especially

CATALPA BUNGEI

TEAS MULBERRY

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WEIR CUTLEAF MAPLE

GRADED RIGHT

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American Linden Seedlings
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Cut Leaf Birch White Birch
Latham Raspberry Plants

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HARDY SHRUBS
AMUR RIVER NORTH PRIVET
CALIFORNIA PRIVET
FOREST & SHADE TREES
BARBERRY
COMPLETE LINE
Lining Out and Larger Sizes
Send Your Want List for Quotations
Write for Trade List Let's Do Business
Forest Nursery Co., Inc.
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At the Price of a Map
80 COLORED PAGES
Special Sample Price \$2.00
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50 four-color process prints from photographs,
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5 1/4 x 9 in. Loose leaf. Cloth binding, \$3.75.
Leather, \$4.50. Post-paid. Great help in selling. Order
for your salesmen. Money refunded if not satisfied.

D. Hill Nursery Co.
Evergreen Specialists - Largest Growers in America
DUNDEE, ILL.

American Bulb Company

Importers and Growers of
Dutch Bulbs, Cannas, Tuberose, Gladioli,
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Send For Free Catalogue.
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SPECIALTIES—Small Fruit Plants
Grape Vines, Currant, Gooseberry, Red
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Strawberry, Rhubarb, Asparagus.

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Bridgman, Michigan

PIN OAK SEEDLINGS

I am now ready to quote prices on Pin
Oak Seedlings in the following sizes:
6-9", 9-12", 12-18" and 18-24".

ARTHUR L. NORTON
Nurseryman Clarksville, Mo.

THIS SPACE

\$2.50 Per Month Under Yearly Term Contract

58 Cents Per Week

Less Than Yearly: \$2.80 Per Month

Before Placing Your Order

Give us the opportunity to quote you on your wants. Stock offered is of our own growing. It will be handled properly, graded carefully, and priced right. We think we can save you money and are sure you will be well pleased with the quality of our stock.

WE WILL HAVE FOR FALL

APPLE SEEDLING

from American, French and German Seed

PEAR SEEDLING

Japan, Ussuriensis, and German Wild Pear

FOREST TREE SEEDLING

FRUIT TREES

Apple, Cherry, Peach, Pear, and Plum

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AMOUR RIVER PRIVET, SPIREA VANHOUTTE,
HYDRANGEA PANICULATA

J. H. SKINNER & Co.

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PORTLAND ROSES

2-Year, Field-Grown, Budded Stock

BROADLEAVED EVERGREENS CONIFERS
FLOWERING SHRUBS ROCK PLANTS
HARDY PERENNIALS HARDY VINES

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NEWARK (WAYNE COUNTY) NEW YORK STATE

Sole American Agents for the well known Charles Detriche Nurseries of Angers, France, growers of fine fruit tree and rose stocks, and everything for Nursery planting.

Fruit and Flower Plates

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Makes Seeds Healthy
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Send for catalog listing Tree, Shrub,
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FOR SALE

North Carolina Natural Screened
PEACH SEEDS

germinate-tested and disease free.
These seed will produce seedlings free from
crown gall and other diseases.

E. W. JONES NURSERY CO.

Woodlawn, Virginia

AMERICAN NURSERYMAN should be
regularly on your desk. A business aid.
Bristling with exclusive trade news. Ab-
solutely independent. NOT OWNED BY
NURSEYMEN.

Andrews LATHAM Raspberry

OUTSTANDING IN
YIELD and HARDINESS

MOSAIC-FREE STOCK—RELIABLE

ANDREWS NURSERY CO., Faribault, Minn.

PLANS FOR THE SOUTHERN NURSERYMEN IN MEMPHIS

Preliminary plans for the program of the Southwestern Nurserymen's Associations part in the joint meeting with the Southern Nurserymen's Association in Memphis Sept. 12-13 are in the making.

The morning session of Sept. 12, as outlined by the Southwestern's committee (headed by J. B. Baker of Fort Worth.) will be devoted largely to formalities and announcements. The afternoon will be given over to the two business meetings. The second day, morning and afternoon, is to be devoted to feature talks by speakers from the two associations in rotation.

Some of the Southwestern speakers and the topics assigned them are: "Junipers for the Southwest," E. S. Wortham, Sherman, Texas; "Parks and Park Material for the Southwest," Frank L. Bertschler, Beaumont, Texas; "Shade Trees on the Highways," W. E. Rey, Oklahoma City; "Personality in Business," M. C. McNeill, Beaumont, and Jim Parker, Tecumseh, Okla.; "Credits Affecting the South and Southwest," W. C. Griffing, Beaumont, J. M. Ramsey, Austin, Texas, and R. W. Haygood, Keithville, La.

In addition, there will be reports on the nomenclature and identification of southern broadleaved and other evergreens, based upon examination of specimens shipped to Memphis park superintendent and planted there by him.

The Southwestern has also suggested two topics to be discussed by members of the Southern, as follows: "Descriptions of Practical New Varieties of Landscape Materials," Ollie Fraser, Birmingham, Paul Lindley, Pomona, N. C.; "Market Development and Advertising Campaign," Walter Hillenmeyer, Lexington, Ky.

The late afternoons and evenings are proposed to be left open for the features of entertainment to be provided under the direction of the local arrangements committee, of which L. A. Niven of Memphis is chairman. Sufficient time will be provided also for the buying and selling of Nursery stock by those in attendance.

Will B. Munson, president of the Southwestern, in a letter to Charles T. Smith of Concord, Ga., president of the Southern has suggested that each organization print its own program and provide its own badges and that the meetings be held

jointly except for one business session which each organization may hold separately.

Attractions in Memphis

Memphis is over a century old, having been incorporated by the Tennessee Legislature in December 1826. It is the largest city in Tennessee and among the largest in the South. The latest estimate places the population of Memphis at 244,500. Emphatically a business city, Memphis has a past that is romantic enough since Hernando De Soto once trod the bluffs that overlook the Mississippi River, and the community has known many vicissitudes of war and peace. In Memphis today the New South can be seen at its busiest and in its most optimistic frame of mind, for the community is sharing the general prosperity of the section and nation, while bearing no small part in the creation and maintenance of that prosperity.

Business city though it may be, the citizens of Memphis share the modern American love for the out-of-doors. There are two large natural parks, Overton and Riverside, an amusement park at the Tri-State Fairgrounds, and twenty-four other parks and playgrounds all owned by the municipality. Professional baseball, college, and prep school football and basketball, are on the annual sports program. Polo, trap shooting and river sports add to the joy of life in the open. There is fine fishing and hunting in the close vicinity of Memphis. Swimming enthusiasts have their choice of a large number of public and private pools. The Municipal Pool at the Tri-States Fairgrounds is the largest. Other fine pools are those of the Memphis Country Club, the Nineteenth Century Club, the Catholic Club, the Y. M. C. A., the Shrine Club, the University Club and the Elms Club.

Sight-seeing in Memphis is made easy by a fine system of parkways connecting the larger parks and providing a beautiful scenic driveway through some of the most attractive residential sections of the city, with unexcelled views of the Mississippi River.

The free zoo in Overton Park is one of the largest free zoos in the country with a great variety of animals and birds. Other points of interest in Overton Park are the municipal golf links and Brooks Memorial Art Gallery, a veritable gem of architecture, housing fine collections of pictures, statuary and other art treasures. The heroic bronze figure of the Dough Boy stands guard in Overton Park, a memorial to the boys of Memphis and Shelby County who made the supreme sacrifice in the World War.

Memorial of an earlier war, a splendid equestrian statue of General Nathan Bedford Forrest, called in the days of the Con-

federacy, "The Wizard of the Saddle," occupies a commanding place in the beautiful little park that bears his name.

Trade Marked Trees—The certified trees sold by Kelly Bros. Nurseries, Dansville, N. Y., have been described in these columns. Printers' Ink recently published an article on the method and its success. More than 90,000 apple trees were certified in this manner last year. These are sold at a slightly higher price than trees without the brand. Printers' Ink stated that this somewhat unique method of applying a trademark to a nature-made product has been in vogue for several years and is proving a sales builder. It is featured in the farm paper advertising done by Kelly Bros. and also in a strong direct mail campaign.

To Reduce Number of Roses—Pacific Coast Nurserymen favor reduction of the number of varieties of roses. It is believed that 100 instead of 800 varieties would be sufficient. Portland, Ore. rose growers have agreed to discard 150 varieties.

Berkshire Nurseries of Berks County, Pa., were incorporated last month by Frank A. McKinney, Helen H. McKinney and Hendrik Wentink; capital \$75,000.

Chinese Elm

(ULMUS PUMILA)

If you are not growing the new Chinese Elm (*ulmus pumila*), here are some of the reasons why you should:

U. S. Dept. of Agriculture introduced it and endorses it highly.

Drought and alkali resistant. Very hardy. Remarkably free from disease and insect pests.

The country is speeded up to a fast pace. People want results now; they want shade for themselves, not for future generations only. Plant this remarkable tree and enjoy luxurious shade in a few short years. This tree has the qualities the planter wants, the speed of the Poplar, the grace and beauty of the Birch, and the height, majesty and durability of the American Elm.

Write us for colored, illustrated circular and prices on both seedlings and transplants.

Washington Nursery Co.
Toppenish, Wash.

SHADE TREES

In car load lots or less. First class stock at a price to move it.

	Per 10	Per 100		Per 10	Per 100
Catalpa Bungei, 3-4 ft. Stems	\$ 5.00	\$ 45.00	Poplar, Carolina, 6-8 ft.	\$ 2.50	\$ 20.00
" " 4-5 ft. "	6.50	60.00	" " 8-10 ft.	3.50	30.00
" " 5-6 ft. "	8.00	75.00	" " 10-12 ft.	4.50	40.00
Elm, American, 6-8 ft.	6.50	65.00	Poplar, Lombardy, 6-8 ft.	2.50	20.00
" " 8-10 ft.	9.00	85.00	" " 8-10 ft.	3.50	30.00
Maple, Norway, 6-8 ft.	14.00	125.00	" " 10-12 ft.	5.00	45.00
" " 8-10 ft.	20.00	175.00	Poplar, Tulip, 6-8 ft.	8.00	75.00
Maple, Silver, 6-8 ft.	3.50	30.00	" " 8-10 ft.	10.00	85.00
" " 8-10 ft.	4.50	40.00	Willow, Weeping, 6-8 ft.	5.50	50.00
" " 10-12 ft.	6.50	60.00	" " 8-10 ft.	6.50	60.00

SPECIAL—Mazzard Cherry Seed, 45 Cents Per Pound

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WAYNESBORO, VIRGINIA

THE AMERICAN ASSOCIATION OF NURSERYMEN

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With a record of fifty-two years of service.
Practical departments and active committees.
National conventions of inestimable value.

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Splendid Nursery Grown Transplanted Specimens, 5-6, 4-5, 3-4 and 2-3 ft.
Ask for prices, or come and see the stock. For Fall or Spring handling.

E. H. BURSON, Clifton, N. Y.

CATALPA BUNGEI

I have a splendid lot. Write for prices. Special prices in carload lots. Quotations on Spirea Thun., A. Waterer; Snowballs; Hydrangea P. G.; Bechtel F. C.; Desmotium, and Paeonies. Prices on application.

A. B. MATZEDER NURSERY
LEAVENWORTH, KANSAS, R. 2

NURSERY TOOLS

Leonard Full-strapped Spades
Lead in Every Nursery Section.

Write for 64-page Wholesale Catalog illustrating over 300 Hand Tools.

A. M. LEONARD & SON

PIQUA,

OHIO

THIS SPACE

\$2.50 Per Month Under Yearly
58 Cents Per Week Contract Terms

Less Than Yearly: \$2.80 Per Month

PEONIES

WHOLESALE GROWERS
PEONIES EXCLUSIVELY
DESCRIPTIVE, INSTRUCTIVE CATALOG
HARMEL PEONY COMPANY
BERLIN, MARYLAND

PEACH SEED

Tennessee Naturals, new crop. Also general line
EVERGREENS, ORNAMENTALS,
ROSES, PEACH and APPLE Trees
Southern Nursery & Landscape Co.
WINCHESTER, TENNESSEE

PEONY PLANTS

2-5 eye from young stock
Mixed, \$6 per 100; \$50 per 1000. Named kinds, \$7 up per 100; \$60 up per 1000. Festiva Maxima, \$12 per 100; \$100 per 1000. Named Iris, 2 1/2c up; Mixed, \$10 per 1000. Ornamental Shrubbery. Write to
W. L. LUX, R. R. 7, Topeka, Kans.

GRAPE VINES

Concord 2 yr. No. 1 and 1 yr. All varieties of Strawberry plants including Mastodon. Also Cumberland B. R.; Cuthbert King, St. Regis R., and Eldorado B. B., root cuttings and sucker plants.

ESSIG NURSERY

BRIDGMAN, MICHIGAN

EVERGREENS—ONCE TRANSPLANTED

We need a few thousand dollars this fall and will quote special prices on your want list for fall shipment.

Norway Spruce, 8-10"\$50 per 1000
Black Hill Spruce, 8-10"\$50 per 1000
Black Hill Spruce, 6-8"\$50 per 1000
Mughus Pine, 4 yr. trans.,\$50 per 1000
Scotch Pine, 4 yr. trans., 8-10"\$50 per 1000
Am. Arbor Vitae, 8-10"\$70 per 1000
Many other varieties and sizes

LUDVIG MOSBEK

Fernside Nursery,

Aakov, Minn.

ULMUS PUMILA

SIBERIAN ELM (D. Asiatic Elm)

Seedlings and Shade Trees

Ask for Illustrated Circular and Price List. Can use some nursery stock in exchange.

HOME NURSERY COMPANY

RICHLAND, WASH.

PRESERVE YOUR FILES

If you have not been in the habit of preserving in consecutive order your copies of the American Nurseryman, permit us to suggest the advisability of doing so, commencing with the January issue this year. Such a file of a Trade Journal of this character will often prove invaluable for reference.

... The ...

Bridgeport Nursery

Established 1875

Carload lots for Fall 1928

CHERRY PEACH APPLE

CATALPA BUNGEI

one and two year heads

SHADE TREES

and a general line of

SHRUBS EVERGREENS

PERENNIALS ROSES ETC.

C. M. HOBBS & SONS

BRIDGEPORT, INDIANA

Largest Nursery in Indiana

FALL COUNTS

See our

SEPT. BULLETIN

Buy while you can get what you want and before prices on many items jump.

We offer you in Quantity

SHRUBS—ROSES—VINES
ORNAMENTAL AND EVERGREEN TREES
PERENNIALS—FRUIT TREES
HEDGE PLANTS
SEEDLINGS—FRENCH AND AMERICAN
ORNAMENTAL PLANTING STOCK
IMPORTED ROSE STOCKS
ROSA MULTIFLORA JAPONICA SEEDLINGS
BARBERRY THUNBERGI SEEDLINGS
ETC.

Let us quote on your want list.

C. R. Burr & Company, Inc.

MANCHESTER, CONNECTICUT

We do not Sell at Wholesale to Retail Buyers

If you are not on our mailing list advise us please.

Fall, 1928, Surplus To The Trade

KELSEY-HIGHLANDS NURSERY

(Nursery at East Boxford, Massachusetts)

SALEM, MASSACHUSETTS

Nurserymen should not fail to examine this list carefully. The stock is all grown in our best manner with plenty of room, which means good tops and a fine root system. It is "Hardy New England Grown, Best by Test."

This is a list of stock which we consider as "Surplus" and so prices have been made at bottom figures. (We have a full line of the finest Conifers ever offered in Lining Out and Specimen Stock and our full list will go out later. We will gladly quote Nurserymen seeking standard grades and sizes for immediate or Spring Trade.) We reserve the right to withdraw items and prices given in this list at any time.

Shipments can be made from now through to December, or will be reserved for early Spring shipments.

Stock packed and delivered f. o. b. cars. A further saving may be made by sending cash with order and deducting 5 per cent.

ARCTOSTAPHYLOS UVAURSI, Bearberry	100	1000
7,000, 3-6 in. from 2 1/2 in. pots	\$ 20.00	\$ 180.00
Bearberry is the best hardy Evergreen prostrate ground cover known. Thrives in any soil.		
CALLUNA VULGARIS, Scotch Heather		
600, 3-6 in. Transplanted	25.00	
CALLUNA VULGARIS AUREA		
400, 3-6 in. Transplanted	25.00	
CHAMAECYPARIS OBTUSA, Hinoki Cypress		
5,000, 1-3 in. 2 yr. Seedlings	3.00	20.00
8,000, 3-6 in. 3 yr. Seedlings	4.00	30.00
CHAMAECYPARIS PISIFERA, Sawara Retinospora		
100, 2-3 ft. Extra fine, B&B	120.00	
JUNIPERUS COMMUNIS DEPRESSA, Prostrate Juniper		
200, 2-3 ft. Thrice transplanted	120.00	
100, 3-4 ft. Thrice transplanted	180.00	
JUNIPERUS VIRGINIANA, Redcedar		
10,000, 1-3 in., 2 yr. Seedlings	3.00	25.00
4,000, 3-6 in., 3 yr. Seedlings	4.00	35.00
3,000, 6-9 in. Transplanted	15.00	130.00
2,000, 2-2 1/2 ft. Thrice transplanted B&B	120.00	900.00
PICEA KOYAMAI, Koyamai Spruce		
3,000, 3-6 in. 2 yr. Seedlings	6.00	45.00
Koyamai Spruce is rare and is one of the finest species known.		
PICEA PUNGENS, Green Colorado Spruce		
15,000, 1-3 in. 2 yr. Seedlings	3.00	20.00
6,000, 3-6 in. 2 yr. Seedlings	4.00	30.00
These run an unusual Percentage of the blue form		
PIERIS FLORIBUNDA, Mountain Andromeda		
1,000, 6-9 in., B&B	45.00	400.00
1,000, 9-12 in., B&B	60.00	500.00
Our Pieris are largely with buds and are suitable for immediate sales.		
PICEA EXCELSA, Norway Spruce		
10,000, 1-3 in. 1 & 2 yr. Seedlings	1.75	10.00
15,000, 3-6 in. 1 yr. Seedlings	2.50	15.00
4,000, 6-12 in. 3 & 4 yr. Seedlings	5.00	30.00
5,000, 12-18 in. Transplanted	16.00	150.00
1,000, 18-24 in. Twice transplanted, B&B	90.00	700.00
300, 2-3 ft. Twice transplanted	130.00	
Our Norway Spruce are of the best type and it is wonderfully fine stock.		
PINUS DENSIFLORA, Japanese Red Pine		
10,000, 6-12 in. 2 yr. Seedlings	3.00	20.00
12,000, 12-18 in. 2 yr. Seedlings	4.00	30.00
PINUS JEFFREYI, Jeffrey Pine		
200, 2-2 1/2 ft. Twice transplanted, B&B	150.00	
PINUS MONTANA, Swiss Mountain Pine		
6,000, 3-6 in. 3 yr. Seedlings	3.00	20.00
4,000, 6-9 in. 3 yr. Seedlings	4.00	30.00
1,500, 3-6 in. Transplanted	5.50	45.00
PINUS MONTANA MUGHUS, Mugho Pine		
35,000, 3-6 in. 3 yr. Seedlings	4.00	30.00
20,000, 6-9 in. 3 yr. Seedlings	5.00	40.00
10,000, 3-6 in. Transplanted	7.00	60.00
12,000, 6-9 in. Transplanted	12.50	110.00
4,000, 6-9 in. Twice transplanted	20.00	180.00
8,000, 9-12 in. Twice transplanted, B&B	65.00	500.00
1,500, 12-18 in. Twice transplanted, B&B	130.00	1,000.00
Our Mugho Pines are an exceptional lot. Low, compact type and good color. This is a great opportunity to stock up with the best grown material obtainable.		
PINUS NIGRA, Austrian Pine		
40,000, 6-9 in. 2 yr. Seedlings	2.00	15.00
6,000, 9-12 in. 3 yr. Seedlings	3.00	20.00
15,000, 12-18 in. 3 & 4 yr. Seedlings	4.50	35.00
1,000, 9-12 in. Transplanted	10.00	90.00
6,000, 12-18 in. Transplanted	30.00	250.00
2,000, 18-24 in. Transplanted, B&B	100.00	900.00
500, 2-2 1/2 ft. Twice transplanted, B&B	160.00	
Austrian Pine is the best all-round species for exposed situations. It is free from diseases and is unexcelled for sea-shore planting.		
PINUS PONDEROSA, Western Yellow Pine		
6,000, 3-6 in. 2 yr. Seedlings	3.00	20.00
100, 3-4 ft., B&B	160.00	
100, 4-5 ft., B&B	250.00	
PINUS RESINOSA, Red Pine		
3,700, 12-18 in. Transplanted	30.00	240.00
1,000, 2-2 1/2 ft. Twice transplanted, B&B	100.00	900.00
Red Pine is scarce. Orders should be placed quickly.		
PINUS SYLVESTRIS, Scotch Pine		
4,000, 2-4 in. 1 yr. Seedlings	2.00	10.00
2,000, 2-3 ft. Twice transplanted, B&B	80.00	700.00
PSEUDOTSUGA DOUGLASI, Douglas fir		
3,000, 9-12 in. Transplanted	19.00	175.00
500, 12-18 in. Twice transplanted, B&B	60.00	
200, 2-3 ft., B&B	150.00	
THUJA OCCIDENTALIS, American Arborvitae		
8,000, 2-4 in. 2 yr. Seedlings	12.00	
15,000, 3-6 in. 2 yr. Seedlings	25.00	
2,000, 12-18 in. Twice transplanted, B&B	50.00	400.00
2,000, 18-24 in. Twice transplanted, B&B	100.00	900.00
1,000, 2-3 ft., B&B	150.00	1,350.00
1,000, 3-4 ft., B&B	200.00	1,800.00

Nurserymen will find it pays to visit our Kelsey-Highlands Nursery and see how we grow this fine Nursery stock.

HARLAN P. KELSEY
SALEM, MASSACHUSETTS

HILL'S EVERGREENS



Thuya occidentalis pyramidalis
(Hill's Pyramidal Arborvitae)



Juniperus pfitzeriana
(Pfitzer Juniper)



Juniperus sabina (Savin Juniper)

These items selected from our new Fall Catalog just printed. Be sure to send for a copy. It is filled with good items in a wide range of sizes at prices you have been waiting for.

Thuya occidentalis pyramidalis (Pyramidal Arborvitae)

			10	100	1000
10-12 inch	xx	Twice Transplanted	\$ 15.00	\$ 140.00
1-1½ feet	xx	"	40.00	375.00
1½-2	xx	"	50.00	475.00
1½-2	xx	" B&B	\$ 8.50	75.00
2-2½	xx	" B&B	75.00	700.00
2-2½	xx	" B&B	13.50	125.00
2-2½	xxx	Three Times Transplanted B&B	15.00	140.00
2½-3	xxx	" B&B	17.50	165.00
3-3½	xxx	" B&B	25.00	240.00
3½-4	xxx	" B&B	32.50
4-4½	xxx	" B&B	45.00

Juniperus chinensis pfitzeriana (Pfitzer Juniper)

			10	100	1000
4-6 inch	x	Once Transplanted	\$14.00	\$ 130.00
8-10	xx	Twice Transplanted	25.00	240.00
10-12	xx	"	30.00	290.00
10-12	xx	" B&B	\$ 9.00	75.00
1-1½ feet	xx	" B&B	12.50	100.00
1½-2	xx	" B&B	13.50	125.00
1½-2	xxx	Three Times Transplanted B&B	22.50	200.00
2-2½	xxx	" B&B	32.50	300.00
2½-3	xxx	" B&B	40.00	350.00
3-3½	xxx	" B&B	45.00	400.00
3½-4	xxx	" B&B	55.00	500.00

Juniperus sabina (Savin Juniper)

			10	100	1000
6-8 inch	xx	Twice Transplanted	\$ 15.00	\$ 140.00
8-10	xx	"	30.00	275.00
10-12	xx	"	40.00	375.00
10-12	xx	" B&B	\$ 8.50	75.00
1-1½ feet	xx	" B&B	10.00	90.00
1-1½	xxx	Three Times Transplanted B&B	12.50	115.00
1½-2	xxx	" B&B	15.00	140.00
2-2	xxx	" B&B	22.50	200.00

Pinus mughus (Hill's Mugho Pine)

			10	100	1000
4-6 inch	xx	Twice Transplanted	\$ 11.00	\$ 100.00
6-8	xx	"	14.00	130.00
8-10	xx	"	37.50	325.00
8-10	xx	" B&B	7.00	60.00
10-12	xx	" B&B	10.00	80.00
1-1½ feet	xxx	Three Times Transplanted B&B	15.00	140.00

Each x indicates one transplanting. B&B signifies balled and burlapped

We allow 3% Discount and Box Free When Cash Accompanies Order

D. HILL NURSERY Co.

EVERGREEN SPECIALISTS - LARGEST GROWERS IN AMERICA

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